

UNITED STATES OF AMERICA
 BEFORE THE FEDERAL TRADE COMMISSION
 OFFICE OF ADMINISTRATIVE LAW JUDGES



In the Matter of

Otto Bock HealthCare North
 America, Inc.,

a corporation,

Respondent.

Docket No. 9378

**COMPLAINT COUNSEL’S OPPOSITION TO RESPONDENT’S SECOND MOTIONS
 FOR *IN CAMERA* TREATMENT OF CERTAIN TRIAL EXHIBITS**

Complaint Counsel opposes Respondent’s request to treat as *in camera*¹ (1) the entire deposition transcripts of [REDACTED] employees; (2) trial testimony of Respondent’s employees; and (3) certain exhibits that are not confidential and/or competitively sensitive. Commission rules and precedents strongly favor making available to the public the full record of its adjudicative proceedings to permit public evaluation of the fairness of the Commission’s work and to provide guidance to persons affected by its actions. *In re Crown Cork & Seal Co., Inc.*, 71 F.T.C. 1714, 1714-15 (1967); *In re H.P. Hood & Sons, Inc.*, 58 F.T.C. 1184, 1186 (1961). Applicants for *in camera* treatment must “make a clear showing that the information concerned is sufficiently secret and sufficiently material to their business that disclosure would result in serious competitive injury.” *In re General Foods Corp.*, 95 F.T.C.

¹ Respondent submitted two separate motions for (1) Otto Bock HealthCare North America, Inc. (“Otto Bock”) and (2) FIH Group Holdings, LLC (“Freedom”). Respondent’s Second Mot. for *In Camera* Treatment of Certain Trial Exhibits, July 16, 2018 (“Otto Bock Mot.”) and Freedom’s Second Mot. for *In Camera* Treatment of Certain Trial Exhibits, July 16, 2018 (“Freedom Mot.”). Although being held separate pursuant to a voluntary agreement, Freedom has been wholly owned by Otto Bock since its acquisition on September 22, 2017. Complaint Counsel submits this consolidated motion in response to both motions because both Otto Bock and Freedom are a part of Respondent and the motions raise identical issues.

as the divestiture buyer. The existence of four [REDACTED] depositions was revealed when [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED] Thus, to
 the extent that the public could glean that [REDACTED] is the divestiture buyer from the fact that
 there have been four [REDACTED] depositions, it can do so now.

Even if concealing the [REDACTED] transcripts would insulate the divestiture to [REDACTED]
 from disclosure, *in camera* treatment is not justified. Respondent speculates that disclosure of a
 divestiture agreement with [REDACTED] “might lead Freedom employees to resign or competitors to
 take advantage of the information.”³ Otto Bock Mot. at 14. Since Respondent has publicly
 acknowledged, “Otto Bock has entered into a signed agreement to divest the MPK business,”
 Trial Tr. (Jul. 10, 2018) (Public Version Vol. 1) at 131:21-22, the only possible disclosure would
 be that the divestiture partner is [REDACTED]⁴ In its motion, Respondent does not explain why
 Freedom employees might resign or how competitors could capitalize if they learned that
 [REDACTED] was the buyer. Unless [REDACTED] has some particular infirmity, common sense suggests
 that customers and Freedom employees would have greater certainty knowing that [REDACTED], not
 some anonymous company, is the divestiture partner.⁵

³ Elsewhere Respondent asserts that the *in camera* treatment for certain documents produced by Respondent should last for ten years because earlier disclosure could jeopardize divestiture negotiations (Otto Bock Mot. at 9). Since the divestiture has been agreed upon and signed, Trial Tr. (Jul. 10, 2018) (Public Version Vol. 1) at 95:18-21, *in camera* treatment for those documents need not last ten years.

⁴ Even if the divestiture proposal had not already been revealed at trial, its disclosure would not cause “the kind of clearly defined and serious injury that would warrant” *in camera* treatment. *In re Textron, Inc.*, 1990 FTC LEXIS 282 at *8 (July 17, 1990) (denying motion for *in camera* treatment of divestiture proposal, stating that a remedy in Section 7 case “is axiomatic” and would not surprise customers, employees, or competitors).

⁵ For similar reasons, Respondent’s request for *in camera* treatment of PX05162 at 154:17-157:1 should be denied. This portion of Mr. Ruhl’s testimony pertains only to his lack of involvement in the selection of, and negotiations with, [REDACTED].

II. Respondent's Request for *In Camera* Treatment of Trial Testimony is Premature

Respondent's preemptive request that the Court designate certain trial testimony *in camera* is premature. The Scheduling Order provides only that Respondent may file "motions for *in camera* treatment of proposed trial exhibits" but makes no allowance for designating trial testimony *in camera* at this time. Fourth Revised Scheduling Order, dated April, 26, 2018, at 3. Respondent cannot possibly make a clear showing that the testimony is secret and material because it cannot predict Complaint Counsel's questions, nor what a witness might say in response. *In re Polypore International, Inc.*, 2009 WL 4086831(F.T.C.), at *2 (Nov. 10, 2009) (holding that "[i]t is not appropriate to designate all trial testimony as *in camera* before any of it has taken place"). At the Final Prehearing Conference in this matter, the Court established a procedure for handling confidential information at trial whereby counsel shall segregate questions relating to *in camera* information into a separate portion of the examination to be conducted during an *in camera* session. Final Prehearing Conf. (Jul. 10, 2018) 22:7-15. Parties may then review this testimony and designate portions as public. Complaint Counsel requests the Court deny Respondent's motion to designate trial testimony as *in camera* at this time.

III. Respondent Improperly Seeks *In Camera* Treatment for Certain Exhibits That are Not Confidential and/or Competitively Sensitive

Many documents for which Respondent seeks *in camera* treatment do not merit such treatment. Given the substantial public interest in ensuring adjudicative proceedings are open to the public, Respondent bears "[a] heavy burden of showing good cause for withholding documents from the public record rests with the party requesting that documents be placed in camera." *In re North Texas Specialty Physicians*, 2004 FTC LEXIS 109, at *3 (April 23, 2004). Though reduced, Respondent still requests *in camera* treatment for over a thousand exhibits, many of which do not meet the applicable standard. See 16 C.F.R. § 3.45(b). In an effort to

reach resolution on this issue, Complaint Counsel is objecting to Respondent's request as it applies to only a small subset of the documents for which *in camera* treatment is not justified.

A. Exhibits Relating to November 7 and 8, 2017 Meeting of Top Otto Bock and Freedom Executives

Complaint Counsel objects to Respondent's request that certain exhibits relating to the November 7 and 8, 2017 meetings ("November Meeting") between high ranking Otto Bock and Freedom executives—PX01266, PX01303, PX01304, and RX-0636/PX01302—be designated as *in camera* in their entirety. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Respondent represents, however, that "the ideas that were floated at this brainstorming meeting were rejected and not pursued." Tr. Trans. (Jul. 10, 2018) (Public Version Vol. 1) at 123:7-9. If Respondent's representation that it has abandoned the relevant plans is accurate, disclosure of this information cannot cause serious competitive harm because such plans are not ongoing. Moreover, both Respondent and Complaint Counsel have already discussed the essence of the November Meeting plans in public session. Allowing Complaint Counsel to question witnesses regarding these documents, or at least portions of these documents, during public session would serve the public interest. Complaint Counsel requests the Court deny Respondent's motion for *in camera* treatment for these documents as set forth in Exhibit A.

B. Exhibits Relating to 2015 Launch of the C-Leg 4

Respondent's request for indefinite, *in camera* treatment for exhibits relating to Otto Bock's 2015 launch of its C-Leg 4 is overbroad. These documents include PX01297, PX01518,

⁶ PX01302 at 081-083 (RX-0636).

PX01526, and PX01703. Respondent failed to establish that any portion of these documents warrants *in camera* treatment, much less that the entire documents be withheld indefinitely from the public record. It has been nearly three years since the C-Leg 4 launch and several of the exhibits at issue were generated over three years ago. Moreover, most of the information contained in these exhibits is not competitively sensitive.⁷ For instance, discussions relating to Otto Bock's goal to attack the Plié is not, or at least no longer, competitively sensitive. Indeed, Respondent recognizes this and is not requesting *in camera* treatment for other C-Leg 4 launch-related exhibits containing substantially similar information.⁸ While Complaint Counsel acknowledges that select portions of these documents may in rare instances qualify as competitively sensitive information, most do not.⁹ Complaint Counsel requests that Respondent's motion be denied, in part, as set forth in Exhibit A.

C. Respondent Has Taken Inconsistent Positions With Respect to Exhibits and Related Deposition Testimony

Respondent has designated portions of deposition transcripts for *in camera* treatment that consist entirely of discussions relating to content of exhibits for which Respondent has not sought *in camera* treatment. For example, Respondent does not seek *in camera* treatment for PX01068, which Maynard Carkhuff presented to Hans Georg Näder in October 2016, yet Respondent has designated all of Mr. Carkhuff's testimony relating to that document for *in camera* treatment.¹⁰ This is not an isolated example.¹¹ Respondent cannot show good cause for withholding testimony from the public, while conceding that the information in the document being discussed is not competitively sensitive.

⁷ PX01518.

⁸ PX01518, PX01524.

⁹ PX01297, PX01703.

¹⁰ PX01068 and PX05109 at 34:7-35:24; 35:25-38:9; 42:6-44:25; 45:1-5; 46:11-48:23; 48:24-55:25; 56:4-59:23; 60:2-61:9; 61:15-64:1; 64:12-68:4.

¹¹ PX01524 and PX05162 at 106:2-107:19; 109:20-25; PX1505 and PX05157 at 104:19-110:11.

Similarly, Respondent seeks *in camera* treatment for documents produced by non-parties, while testimony related to those same documents is public. The information contained in many of these third-party documents is not secret, having originated and been circulated by a third party outside of Respondent's control.¹² For example, Respondent seeks *in camera* treatment for several exhibits produced by the Center for Orthotic & Prosthetic Care, including this non-party's internal prosthetic component selection guides,¹³ internal emails,¹⁴ and summaries of purchases¹⁵ but has not applied for *in camera* treatment for testimony relating to these documents. Even in the absence of such inconsistent treatment, these documents are not sufficiently secret and material to warrant *in camera* treatment. *See Bristol-Myers Co.*, 90 F.T.C. 455 (1977). It is therefore not proper to grant these exhibits *in camera* treatment.

Allowing for inconsistent *in camera* treatment of documents and related testimony could potentially frustrate the ability to conduct an orderly and efficient trial. For instance, Complaint Counsel, during examination of a witness in open court relating to a public document, would be forced to request an *in camera* session to refer to the witness's prior testimony about a non-confidential document for purposes of refreshing recollection or impeachment. Complaint Counsel therefore requests the Court deny Respondent's motion for *in camera* treatment of: (1) testimony relating to non-confidential documents and (2) documents for which related testimony is not subject to *in camera* treatment.

¹² Respondent did not allege it controls these third parties or that these third parties owe a contractual duty to Respondent not to disclose this information.

¹³ PX03111, PX003114.

¹⁴ PX03116.

¹⁵ PX03113, PX03118.

D. Respondent Has Designated Information That is Not Competitively Sensitive

Respondent continues to seek *in camera* treatment for information that is not sufficiently competitively sensitive to satisfy the “exceptional circumstances under which *in camera* treatment may be granted.” See *In re Basic Research, Inc.*, 2006 FTC LEXIS 14, at *3 (Jan. 25, 2006). In particular, Respondent’s designations of deposition testimony are overbroad, seeking *in camera* protection for non-competitively sensitive information such as basic descriptions of potential witnesses’ roles and responsibilities.¹⁶ In other instances, Respondent has designated portions of deposition transcripts that, rather than disclosing sensitive information, reveals instead that the witness has no knowledge of such topics.¹⁷ Such information does not qualify for *in camera* treatment. Depending on whether and how the witness testifies at trial, Complaint Counsel should be able to establish or challenge the foundation of a witness’s testimony without having to close the courtroom. Complaint Counsel requests that the Court deny Respondent’s request for *in camera* treatment of this non-competitively sensitive testimony.¹⁸

¹⁶ PX05111 at 31:12-19; 32:10-17; 34:9-17.

¹⁷ PX05118 at 23:15-25:11, 39:21-40:8; PX05162 at 141:1-25.

¹⁸ Complaint Counsel requests that *in camera* treatment be limited to designations Respondent identified with specificity. Several deposition designations identified in Exhibit A to Respondent’s motions appear to be incomplete preventing Complaint Counsel from assessing validity of the claim. For example, the designation for PX05123 includes “110:23-” with no closing citation. This could be construed as requesting *in camera* treatment for the remainder of the transcript, which Complaint Counsel disagrees. Similar issues arise with PX05104; PX05112; PX05126. For PX5139 and PX05143, Respondent indicates it only seeks partial *in camera* treatment but provides no specific designations.

IV. CONCLUSION

For the foregoing reasons, Complaint Counsel respectfully requests that the Court deny Respondent's Second Motions for *In Camera* Treatment of Certain Trial Exhibits, at least with respect to Respondent's designation as *in camera* of: (1) the entire deposition transcripts of [REDACTED] employees; (2) selected trial testimony of Respondent's employees; and (3) selected exhibits that are not confidential and/or competitively sensitive.¹⁹

Dated: July 27, 2018

Respectfully submitted,

/s/ Daniel Zach
Daniel Zach
Stephen Mohr
Steven Lavender
Lisa DeMarchi Sleigh
Catherine Sanchez
Amy Posner
Stephen Rodger
Lynda Lao
Jonathan Ripa
Sarah Wohl
Meghan Iorianni
Yan Gao
William Cooke

Federal Trade Commission
Bureau of Competition
600 Pennsylvania Ave., NW
Washington, DC 20580
Telephone: (202) 326-2118
Email: dzach@ftc.gov
Counsel Supporting the Complaint

¹⁹ In Exhibit A, Complaint Counsel identifies with specificity the selected documents (or portions thereof) and testimony for which it requests the Court deny *in camera* treatment and the basis for that request.

CERTIFICATE OF SERVICE

I hereby certify that on July 27, 2018, I filed the foregoing document electronically using the FTC's E-Filing System, which will send notification of such filing to:

Donald S. Clark
Secretary
Federal Trade Commission
600 Pennsylvania Ave., NW, Rm. H-113
Washington, DC 20580
ElectronicFilings@ftc.gov

The Honorable D. Michael Chappell
Administrative Law Judge
Federal Trade Commission
600 Pennsylvania Ave., NW, Rm. H-110
Washington, DC 20580

I also certify that I delivered via electronic mail a copy of the foregoing document to:

Edward G. Biester III
Sean P. McConnell
Wayne A. Mack
Kelly Eckel
Sarah Kulik
William Shotzbarger
Duane Morris LLP
30 South 17th Street
Philadelphia, PA 19103
egbiester@duanemorris.com
spmccconnell@duanemorris.com
WAMack@duanemorris.com
KDEckel@duanemorris.com
skulik@duanemorris.com
wshotzbarger@duanemorris.com

*Counsel for Respondent Otto Bock Healthcare
North America, Inc.*

Dated: July 27, 2018

By: /s/ Daniel Zach
Daniel Zach

Counsel Supporting the Complaint

CERTIFICATE FOR ELECTRONIC FILING

I certify that the electronic copy sent to the Secretary of the Commission is a true and correct copy of the paper original and that I possess a paper original of the signed document that is available for review by the parties and the adjudicator.

July 27, 2018

By: /s/ Daniel Zach

EXHIBIT A

REDACTED IN ENTIRETY

PX01068

REDACTED IN ENTIRETY

PX01266

Message

From: Swiggum, Matt [/O=SYCOR/OU=MINNEAPOLIS/CN=RECIPIENTS/CN=SWIGGUM]
Sent: 10/27/2017 7:26:35 PM
To: Solorio, Cali [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Solorio, Cali16d]
Subject: Re: Integration Freedom Innovation: Request for a call on brand positioning
Attachments: image001.gif

Cali, Thank you and prefer to please spend time on the portfolio clean up and Kenevo market access planning. These are priority over freedom.

Sent from my iPhone

On Oct 27, 2017, at 10:44 AM, Solorio, Cali <Cali.Solorio@ottobock.com> wrote:

Matt,

I am available both Monday and Tuesday morning if my feedback would also be of help.

Cali

Cali Solorio
Sr. Manager, North America Prosthetics Marketing

T 512 806 2655
M 512 470 7119
Cali.Solorio@ottobock.com

From: Weber, Scott
Sent: Friday, October 27, 2017 12:33 PM
To: Swiggum, Matt
Cc: Solorio, Cali; Ruhl, Brad; Schneider, Scott; Governor, Walter
Subject: RE: Integration Freedom Innovation: Request for a call on brand positioning

Matt,

I pretty open next Monday and Wednesday and could make any time work if they want feedback from myself.

Thanks,

Web

Scott Weber M.S.
North America Market Manager
Ottobock
Office: 512 806 2602
Mobile: 320 761 0642
Fax: 512 806 2702
www.ottobockus.com

Confidential:

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From: Swiggum, Matt
Sent: Friday, October 27, 2017 11:25 AM
To: Weber, Scott; Schneider, Scott; Governor, Walter
Cc: Solorio, Cali; Ruhl, Brad
Subject: Fwd: Integration Freedom Innovation: Request for a call on brand positioning

Greetings, Please see below. Relative to the email below question- Can you please let me know your availability next week please?

Second as an FYI, I am working with Brad and Freedom sales leadership to redirect their approach to target Reho and Ossur as the competition. This could be an opportunity to create dual messaging from multiple sides to win more share and grow the market (less mechanical and upgrade to mpk= grow the market). Weber might remember this "hateful" comment from years ago ;)

Let's Roll!
Matt

Sent from my iPhone

Begin forwarded message:

From: "Qiao, Shan" <Shan.Qiao@ottobock.de>
Date: October 27, 2017 at 9:12:07 AM PDT
To: "Swiggum, Matt" <Matt.Swiggum@ottobock.com>
Cc: Gück, Alexander <Alexander.Gueck@ottobock.de>
Subject: Integration Freedom Innovation: Request for a call on brand positioning

Dear Matt,

I hope, that you are doing well.

In regard of the Freedom Innovations integration, we are currently trying to assess the brand positioning of Ottobock and Freedom Innovations. We are also defining the list of brand evaluation parameters, which we like to discuss with you and possible other colleagues in the North American region. Is it therefore possible to have an interview on Monday or Wednesday next week? Could you also let us know, who else might fit for such kind of interview, e.g. Walter Governor or Scott Webber?

In general the interview shall take roughly 1-1:15h and the participants will be Alexander Gück, Jürg Baggenstoss from ATK and myself. We will provide you on Monday the list of brand evaluation parameters, which we can then discuss during our respective call.

Thanks and best regards,

Shan

Shan Qiao (Ms)

Manager Corporate Strategy and M&A

Otto Bock HealthCare GmbH

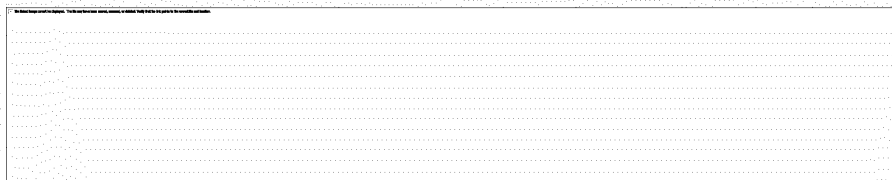
Max-Näder-Straße 15 | D-37115 Duderstadt

M +49 (0) 151 5824 7717

<mailto:shan.qiao@ottobock.com> | www.ottobock.com

Otto Bock HealthCare GmbH, Headquarters: Duderstadt, Germany, Commercial Register & Number: District Court of Göttingen, HRB 102446

Management: Prof. Hans Georg Näder, Dr. A. Goppelt, Christin Gunkel, Stefan Ingildsen, Dr. Sönke Rössing, Thorsten Schmitt, Harry Wertz



PX01297

Message

From: Microsoft Outlook [/O=OTTO BOCK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MICROSOFTEXCHANGE329E71EC88AE4615BBC36AB6CE41109E]
on behalf of Polonyi, Balazs [/O=SYCOR/OU=GOETTINGEN/CN=RECIPIENTS/CN=USER/CN=HUBUBAPO]
Sent: 8/31/2015 8:25:02 PM
To: Agro, Mark [/O=SYCOR/OU=OAKVILLE/cn=Recipients/cn=Mark.Agro]; Andersson, Per [/O=SYCOR/OU=NORRKOPING/cn=Recipients/cn=senopean]; Augustsson, Raoul [/O=SYCOR/OU=NORRKOPING/cn=Recipients/cn=senoraau]; Baard, Steven [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=DEDUSTBA]; Bachura, Marek [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=SKBRMABA]; Bonnet, Fabienne [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=Bonnet]; Braun, Thomas [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=User/cn=chluthbr]; Brown, Tom [/O=SYCOR/OU=Oakville/cn=recipients/cn=catombro]; Burghardt, Karl-Heinz [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=burghardt]; Castro, Armado [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=ArmadoCastro]; Chancharoen, Praveen [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=THBAPRCH]; Chavalkina, Olga [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=RUMOOICh]; Cheaib, Bob [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Cheaib, Bobfde]; Coppi, Alessandro [/O=SYCOR/OU=BUDRIO/cn=Recipients/cn=Alessandro.Coppi]; Cordoni, Cristiano [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Cristiano Cordoni99a]; Coveliers, Irma [/O=SYCOR/OU=SONENBREUGEL/cn=Recipients/cn=IRMA]; Cuscuna, Marcelo [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=esmamacu]; Dasilva, Rosa [/O=SYCOR/OU=TRESLANTOS/cn=Recipients/cn=ESMARODA]; Davini, Rafael [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Davini, Rafael6a1]; DeTomasi, Hernan [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DeTomasi, Hernan80d]; Di Nicola, Manuela [/O=SYCOR/OU=BUDRIO/cn=Recipients/cn=ITBUMANI]; Eichinger, Axel [/O=SYCOR/OU=WIEN/cn=Recipients/cn=eichinger]; Eichler, Andreas [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Eichler, Andreas2d]; Frölich, Klaus [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Klaus.Froelich]; Fuge, Folkert [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Fuge]; Fukaya, Kana [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Kana.Fukaya]; Gillespie, Emma [/O=SYCOR/OU=EGHAM/cn=Recipients/cn=UKEGEMGI]; Goldberg, Peter S. [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=CNHKPeGo]; Guadalajara, Monica [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=MonicaGuadalajara]; Gunter, Eduan [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=ZAJOEDGU]; Hanko, Szabolcs [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Hanko, Szabolcs22c]; Henkel, Mario [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=HENKEL]; Henry, Charles [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=FRPACHHE]; Horvatin Brliæ, Vjera [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=HRSAVJHO]; Husic Marko [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=HRZGHUSIC]; Jakobi, Oliver [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=RUMOOIJa]; Janosik, Juraj [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=SKBRJUJA]; Kampas, Philipp [/O=SYCOR/OU=WIEN/cn=Recipients/cn=kampas]; Kõrvel, Kaido [/O=SYCOR/OU=Norrkoping/cn=Recipients/cn=Estonia/cn=User/cn=eetlkako]; Korzen, Katja [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Katja.Korzen]; Kreitz, Anja [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Anja.Mueller]; Lahuerta, Clara [/O=SYCOR/OU=TRESLANTOS/cn=Recipients/cn=clara]; Li, Jason [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=cnbejali]; Lim, Daryl [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=THBADaLi]; Marschall, Wolfgang [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=marschall]; McPherson, Adam [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=usadamcp]; Mishra, Gaurav [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUGAMI]; Mitov, Miroslav [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=BG SOMIMI]; Mocevic, Mirjana [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=BASAMiMo]; Much, Thomas (Australia) [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=Thomas.Much]; Müller, Andre (AP) [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Andre.Mueller]; Okeeffe, Bernard [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=CNBJBEOK]; Okic, Danijel [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=BASADaOk]; Oliveira, Ricardo [/O=SYCOR/OU=EXCHANGE

ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Oliveira, Ricardo0a4]; Özcan, Yildiran
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISYIOZ]; Park, Darren
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 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Prochaska, Bernhard738]; Pruktharathikul,
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 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=ROCHCAPU]; Rebet, Taras
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 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=ATWIANRY]; Schäfer, Tim
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=SCHAEFER_T]; Scheffler, Michael
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Michael.Scheffler]; Schneider, Scott
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Scott.Schneider]; Schoenmaker, Noortje
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Schoenmaker,
 Noortjee44]; Schulz, Stefan Markus [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUSMSC]; Skopetz, Richard
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=skopetz]; Souza, Ricardo [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Souza, Ricardo70e]; Stitz, Thomas
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Thomas.Stitz]; Stuch, Ralf
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Ralf.Stuch]; Svrček Václav
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 [/O=SYCOR/OU=TRESLANTOS/cn=Recipients/cn=TORRES]; Unger, Zoltan
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=HUBUZOUN]; Urey, Hasan
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISHAUR]; van den Plas, Evi [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Van den Plas, Evi2a7]; Watanabe, Yoshiaki
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Yoshiaki.Watanabe]; Wielowski, Rafał
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=plporawil]; Wong, Veronika
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=CNHKVeWo]; Yates, Philip
 [/O=SYCOR/OU=EGHAM/cn=Recipients/cn=YATES]; Zampini, Wilson
 [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=WilsonZampini]; 'Doe, Stefan' [Stefan.Doe@ottobock.com]; Boscan,
 Sandra [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=SandraBoscan]; Huerta, Orison
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=MXMCORHU]; Gishamer, Florian [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Gishamer, Florianade]; Gödecke, Niklas
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=GOEDECKE]; Ritter, Ariane
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=ritter_a]; Wolf, Michael (external) [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Wolf, Michael6fe]; Cramer, Marc
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=dedumacr]; Davis, Yenny
 [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=Yenny.Hodiono]; Stapleton, Anita
 [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=Anita.Stapleton]; Li, Hongling
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=cnbehonli]; Lai, Gloria
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=CNHKGILa]; Hanano, Tomoko
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Hanano, Tomoko]; Ryu, KiWoong
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=KRSEKiRy]; Jaturongchaisatit, Suporn
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Hernandez,
 Javiera47]; Pflegar, Thomas [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=ThomasPfleghar]; Benzing, Ricky
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Benzing, Ricky60c];
 Mackensen, Denis [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUDEMA]; 'Marko Husic'
 [marko@ottobock.hr]; Zampini, Wilson [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=WilsonZampini]; Le Cann,
 Gaelle [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUGALE]; Lacroix, Aurelie
 [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=FRPAAULA]; Le Truong, Fabien [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Le Truong, Fabienc4b]; Dendani, Lamia
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=FrluLaDeb68];

Oliveira, Ricardo [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Oliveira, Ricardo0a4]; Regenhardt, Matthias [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUMREG]; Hajský Tomáš [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=hajsky]; Yahata, Yasuhiko [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Yasuhiko.Yahata]; Ito, Mayumi [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Mayumi.Ito]; Song, Chris [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=krsechso]; Park, Jayden [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=krsejapa]; Hong, Semi [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Hong, Semi76d]; Mackensen, Denis [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUDEMA]; Woolsey, Mark [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Woolsey, Markf2d]; Le Cann, Gaelle [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUGALE]; Changmai, Sangduan [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=THBASaCh]; Buang, Rosnah [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Buang, Rosnahb68]; Dimitrova, Ilka [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=bgsoildij]; Gyemant, Andras [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=User/cn=HUBUANGY]; Löber, Diana [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=User2cf870d7]; Ozmen, Esra [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISESOZ]; Akar, Aytun [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISAYAK]; Taskin, Orkun [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRANONTA]; Yilmaz, Özlem [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISOZYI]; Harland, Stephen [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=ausystha]; Strachan, Greg [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=ausygrst]; Kenyon, Nathaniel [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Kenyon, Nat821]; Oliveira, Ricardo [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Oliveira, Ricardo0a4]; Spens, Catrin [/O=SYCOR/OU=NORRKOPING/cn=Recipients/cn=SENOCASP]; Blossie, Bettina [/O=SYCOR/OU=NORRKOPING/cn=Recipients/cn=senobebo]; Ahl, Anders [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Ahl, Anders95c]; Aumann, Norbert [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Norbert.Aumann]; Beck-Ebbighausen, Andrea [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=beck-ebbighausen]; Deppe, Julia [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Julia.Deppe]; Dietl, Hans [/O=SYCOR/OU=WIEN/cn=Recipients/cn=dietl]; Ehrich, Sven [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Ehrich, Svne8f]; Ellendt, Georg [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=ellendt]; Gunkel, Christin [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Christin.Gunkel]; Hamer, Berit [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUBEHA]; Hammacher, Barbara [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Hammacher, Barbaradad]; Hasenpusch, Michael [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=hasenpusch]; Henkel, Peter [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=henkel_p]; Hiemisch, Christian [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=hiemisch]; Hilgers, Philip [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Phillip.Hilgers]; Jung, Fabian [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Fabian.Jung]; Keiner, Loreley [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Loreley.Pruehl]; Klinge, Vanessa [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUVAKL]; Kreitz, Anja [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Anja.Mueller]; Le Cann, Gaelle [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUGALE]; Maur, Melanie [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Melanie.Jakstat]; Nolte, Michael (Contr.) [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=nolte_mi]; Nohre, Peter [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=Peter.Nohre]; Pfuhl, Helmut [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=pfuhl]; Poser, Florian [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUFLPO]; Richter, Manfred [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Manfred.Richter]; Rittmeier, Leo [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=rittmeier]; Rössing, Sönke [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUSORO]; Schmitt, Thorsten [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Schmitt]; Schneider, Stefan [/O=SYCOR/OU=WIEN/cn=Recipients/cn=schneider]; Senger, Maik [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=SENGER_M]; Thiede, Frederik [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUFRTI]; Timmermann, Uwe

[/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=timmermann]; Wertz, Harry
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Wertz]; Van Vliet, Johannes Willem
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=vliet]; Valenta, Johannes [/O=SYCOR/OU=WIEN/cn=Recipients/cn=valenta];
 Tabacco, Andreas [/O=SYCOR/OU=WIEN/cn=Recipients/cn=tabacco]; Kellner, Sabine
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=kellner_s]; Weiss, Jürgen [/O=SYCOR/OU=WIEN/cn=Recipients/cn=weiss];
 Steffens, Bastian [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP
 (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Steffens, Bastianc6b]; Gödecke, Niklas
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=GOEDECKE]; Rieger, Martin
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Rieger_M]; Sach, Olaf [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Sach, Olafd77]; Pollak, Stefan
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=pollak]; Krainer, Michael [/O=SYCOR/OU=WIEN/cn=Recipients/cn=krainer];
 Weber, Martin [/O=SYCOR/OU=WIEN/cn=Recipients/cn=weber_m]; Thamer, Florian
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=thamer]; Reitinger, Christian
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=reitinger]; Osswald, Fabian [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Osswald, Fabianc31]; Bruecker, Esther
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=bruecker]; Solorio, Cali [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Solorio, Cali16d]; Zornhagen, Daniel
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=ZORNHAGEN]; Müller, Andre (AP)
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Andre.Mueller]; Scholz, Katharina
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUKSCH]; Schmidt, Michael (PM)
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=SCHMIDT_MI]; Niederstraßer, Sandra
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Sandra.Niederstrasser]; Mauska, Manja
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUMAMA]; Van Den Boomen, Hub
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=NLEIHUBO]; Meerbergen, Michiel
 [/O=SYCOR/OU=SONENBREUGEL/cn=Recipients/cn=NLEIMIME]; McLean, Andrew
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 [/O=SYCOR/OU=SONENBREUGEL/cn=Recipients/cn=Users/cn=DRIES]; Gelbart, Daniel
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=GELBART]; Lehmann, Timo
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=LEHMANN_T]; Doppler, Liesa [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Grasch, Liesa203]; Hartmann, Falk
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=HARTMANN_F]; Holzbaur, Claudia
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUCLHO]; Berster, Falk
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Falk.Berster]; Samson, Andreas
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Samson]; Hublitz, Daniel
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 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Eckert, Kevin186]; Bellmann, Malte
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=User/cn=BELLMANN_M]; Altenburg, Bjoern
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 Mandl, Clemens [/O=SYCOR/OU=WIEN/cn=Recipients/cn=mandl]; Nemetz, Harald
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=Nemetz]; Haider, Stefan [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Haider, Stefanb8f]; Malan, Wickus
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=ZAJOWIMA]; Finogenov, Andrey [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Finogenov, Andreyede]; Garibyan, Tigran
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=RUMOTIGA]; Galus, Przemyslaw
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=plpoprga]; Rafalski, Paweł [/O=SYCOR/OU=EXCHANGE
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 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=ROCHCAPU]; Radu, Mihnea
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=ROCHMIRA]; Özcan, Yildiran
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISYIOZ]; Sahin, Sabri
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISSASA]; Karim Mostafa [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Karim Mostafadab]; Bak, Angela
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=HUBUANBA]; Doppler, Liesa [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Grasch, Liesa203]; Polonyi, Balazs
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=User/cn=hububapo]

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Attachments: GO C-Leg 4

Sender: Balazs.Polonyi@ottobock.de
Subject: GO C-Leg 4
Message-Id: <71EC0551F5722C41BAB2CA949137332B35159732@degosrv267.corp.ottobock.int>
To: Mark.Agro@ottobock.com
To: per.andersson@ottobock.se
To: raoul.augustsson@ottobock.se
To: Steven.Baard@ottobock.co.za
To: Marek.Bachura@ottobock.sk
To: Fabienne.Bonnet@ottobock.com
To: Thomas.Braun@ottobock.com
To: Tom.Brown@ottobock.com
To: KarlHeinz.Burghardt@ottobock.de
To: Praveen.Chancharoen@ottobock.com
To: Olga.Chavalkina@ottobock.com
To: Alessandro.Coppi@ottobock.com
To: I.Coveliers@ottobock.com
To: Marcelo.Cuscuna@ottobock.com
To: Rosa.Dasilva@ottobock.com
To: Manuela.DiNicola@ottobock.com
To: Axel.Eichinger@ottobock.com
To: Andreas.Eichler@ottobock.com
To: Klaus.Froelich@ottobock.de
To: Folkert.Fuge@ottobock.de
To: Kana.Fukaya@ottobock.co.jp
To: Emma.Gillespie@ottobock.com
To: Peter.Goldberg@ottobock.com
To: Eduan.Gunter@ottobock.co.za
To: Szabolcs.Hanko@ottobock.com
To: Mario.Henkel@ottobock.com
To: Charles.Henry@ottobock.com
To: Oliver.Jakobi@ottobock.com
To: Juraj.Janosik@ottobock.sk
To: Philipp.Kampas@ottobock.com
To: Kaido.Korvel@ottobock.com
To: Katja.Korzen@ottobock.de
To: Anja.Kreitz@ottobock.de
To: Clara.Lahuerta@ottobock.com
To: Jason.Li@ottobock.com
To: Daryl.Lim@ottobock.com
To: Wolfgang.Marschall@ottobock.de
To: Adam.McPherson@ottobock.com
To: Gaurav.Mishra@ottobock.com
To: Miroslav.Mitov@ottobock.com
To: Thomas.Much@ottobock.com
To: Andre.Mueller@ottobock.de
To: Bernard.Keefe@ottobock.com
To: Yildiran.Ozcan@ottobock.com
To: Darren.Park@ottobock.com
To: Corrado.Polzoni@ottobock.com
To: Benoit.Ponsan@ottobock.com
To: Princ@ottobock.cz
To: Bernhard.Prochaska@ottobock.com
To: kiattichai.pruktharathikul@ottobock.com
To: Calin.Puiu@ottobock.ro
To: Taras.Rebet@ottobock.com
To: Wiebke.Rebhan@ottobock.de
To: Lech.Rohde@ottobock.pl
To: Roger.Rost@ottobock.de
To: Brad.Ruhl@ottobock.com
To: AnnaSofia.RydenAuberger@ottobock.com
To: Tim.Schaefer@ottobock.de
To: Michael.Scheffler@ottobock.de
To: Scott.Schneider@ottobock.com
To: N.Schoenmaker@ottobock.com
To: Stefan.Schulz@ottobock.de
To: Richard.Skopetz@ottobock.com
To: Thomas.Stitz@ottobock.de
To: Ralf.Stuch@ottobock.de
To: Svrcek@ottobock.cz
To: Pablo.Torres@ottobock.com
To: Zoltan.Unger@ottobock.com
To: Hasan.Urey@ottobock.com
To: E.vandenPlas@ottobock.com

To: Yoshiaki.Watanabe@ottobock.co.jp
To: Rafal.Wielowski@ottobock.pl
To: Veronika.Wong@ottobock.com
To: Philip.Yates@ottobock.com
To: Florian.Gishamer@ottobock.com
To: Niklas.Goedecke@ottobock.de
To: Ariane.Ritter@ottobock.com
To: Michael.wolf@ottobock.de
To: Marc.Cramer@ottobock.com
To: yenny.davis@ottobock.com
To: Anita.Stapleton@ottobock.com
To: hongling.li@ottobock.com
To: Gloria.Lai@ottobock.com
To: Tomoko.Hanano@ottobock.co.jp
To: KiWoong.Ryu@ottobock.com
To: Suporn.Jaturongchaisatit@ottobock.com
To: Denis.Mackensen@ottobock.de
To: Gaelle.LeCann@ottobock.de
To: Aurelie.Lacroix@ottobock.com
To: Fabien.LeTruong@ottobock.com
To: Lamia.Dendani@ottobock.com
To: Matthias.Regenhardt@ottobock.de
To: Hajsky@ottobock.cz
To: Yasuhiko.Yahata@ottobock.co.jp
To: Mayumi.Ito@ottobock.co.jp
To: Chris.Song@ottobock.com
To: Jayden.Park@ottobock.com
To: Semi.Hong@ottobock.com
To: Mark.Woolsey@ottobock.com
To: Sangduan.Changmai@ottobock.com
To: Rosnah.Buang@ottobock.com
To: Ilka.Dimitrova@ottobock.com
To: Andras.Gyemant@ottobock.com
To: Diana.Loeber@ottobock.de
To: Esra.Ozmen@ottobock.com
To: Aytun.Akar@ottobock.com
To: Orkun.Taskin@ottobock.com
To: Ozlem.Yilmaz@ottobock.com
To: Stephen.Harland@ottobock.com
To: Greg.Strachan@ottobock.com
To: Nathaniel.Kenyon@ottobock.com
To: Catrin.Spens@ottobock.se
To: Bettina.Blosse@ottobock.se
To: Anders.Ahl@ottobock.se
To: Norbert.Aumann@ottobock.de
To: Andrea.Beck-Ebbighausen@ottobock.de
To: Julia.Deppe@ottobock.de
To: Hans.Dietl@ottobock.com
To: Sven.Ehrich@ottobock.de
To: Georg.Ellendt@ottobock.de
To: Christin.Gunke1@ottobock.de
To: Berit.Hamer@ottobock.de
To: Barbara.Hammacher@ottobock.de
To: Michael.Hasenpusch@ottobock.de
To: Peter.Henke1@ottobock.de
To: Christian.Hiemisch@ottobock.de
To: Philip.Hilgers@ottobock.de
To: Fabian.Jung@ottobock.de
To: Loreley.Keiner@ottobock.de
To: Vanessa.Klinge@ottobock.de
To: melanie.maur@ottobock.de
To: Michael.Nolte2@ottobock.de
To: Peter.Nohre@ottobock.com
To: Helmut.Pfuhl@ottobock.de
To: Florian.Poser@ottobock.de
To: Manfred.Richter@ottobock.de
To: Leo.Rittmeier@ottobock.de
To: Soenke.Roessing@ottobock.de
To: Thorsten.Schmitt@ottobock.de
To: Stefan.Schneider@ottobock.com
To: Maik.Senger@ottobock.de
To: Frederik.Thiede@ottobock.de
To: Uwe.TIMMERMANN@ottobock.de

To: Harry.Wertz@ottobock.de
To: Hans-Willem.vanVliet@ottobock.com
To: Johannes.Valenta@ottobock.com
To: Andreas.Tabacco@ottobock.com
To: Sabine.Kellner@ottobock.com
To: Juergen.Weiss@ottobock.com
To: Bastian.Steffens@ottobock.de
To: Martin.Rieger@ottobock.de
To: Olaf.Sach@ottobock.de
To: Stefan.Pollak@ottobock.com
To: Michael.Krainer@ottobock.com
To: Martin.Weber@ottobock.com
To: Florian.Thamer@ottobock.com
To: Christian.Reitinger@ottobock.com
To: Fabian.Osswald@ottobock.com
To: Esther.Bruecker@ottobock.com
To: Cali.Solorio@ottobock.com
To: Daniel.Zornhagen@ottobock.de
To: Katharina.Scholz@ottobock.de
To: Michael.Schmidt2@ottobock.de
To: Sandra.Niederstrasser@ottobock.de
To: Manja.Mauska@ottobock.de
To: H.VanDenBoomen@ottobock.com
To: M.Meerbergen@ottobock.com
To: Andrew.McLean@ottobock.com
To: d.glorieux@ottobock.de
To: Daniel.Gelbart@ottobock.com
To: Timo.Lehmann@ottobock.com
To: liesa.doppler@ottobock.com
To: Falk.Hartmann@ottobock.de
To: Claudia.Holzbaur@ottobock.de
To: Falk.Berster@ottobock.de
To: Andreas.Samson@ottobock.de
To: Daniel.Hublitz@ottobock.de
To: Kevin.Eckert@ottobock.de
To: malte.bellmann@ottobock.de
To: Bjoern.Altenburg@ottobock.de
To: Christian.Zinkl@ottobock.com
To: Johannes.Frankl@ottobock.com
To: Clemens.Mandl@ottobock.com
To: Harald.Nemetz@ottobock.com
To: Stefan.Haider@ottobock.com
To: Wickus.Malan@ottobock.com
To: Andrey.Finogenov@ottobock.com
To: Tigran.Garibyan@ottobock.com
To: Przemyslaw.Galus@ottobock.pl
To: Pawel.Rafalski@ottobock.pl
To: Mihnea.Radu@ottobock.ro
To: Sabri.Sahin@ottobock.com
To: Angela.Bak@ottobock.com
To: Balazs.Polonyi@ottobock.de
To: Lena.Krukenberg@ottobock.de, Forwarded: Harry.Wertz@ottobock.de
To: Rita.Kunze@ottobock.de, Forwarded: Norbert.Aumann@ottobock.de

Message

From: Polonyi, Balazs [/O=SYCOR/OU=GOETTINGEN/CN=RECIPIENTS/CN=USER/CN=HUBUBAPO]
Sent: 8/31/2015 8:24:54 PM
To: Agro, Mark [/O=SYCOR/OU=OAKVILLE/cn=Recipients/cn=Mark.Agro]; Andersson, Per [/O=SYCOR/OU=NORRKOPING/cn=Recipients/cn=senopean]; Augustsson, Raoul [/O=SYCOR/OU=NORRKOPING/cn=Recipients/cn=senoraau]; Baard, Steven [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=DEDUSTBA]; Bachura, Marek [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=SKBRMABA]; Bonnet, Fabienne [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=Bonnet]; Braun, Thomas [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=User/cn=chluthbr]; Brown, Tom [/O=SYCOR/OU=OAKVILLE/cn=Recipients/cn=catombro]; Burghardt, Karl-Heinz [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=burghardt]; Castro, Armado [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=ArmadoCastro]; Chancharoen, Praveen [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=THBAPRCH]; Chavalkina, Olga [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=RUMOOICh]; Cheaib, Bob [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Cheaib, Bobfde]; Coppi, Alessandro [/O=SYCOR/OU=BUDRIO/cn=Recipients/cn=Alessandro.Coppi]; Cordoni, Cristiano [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Cristiano Cordoni99a]; Coveliers, Irma [/O=SYCOR/OU=SONENBREGUGEL/cn=Recipients/cn=IRMA]; Cuscuna, Marcelo [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=esmamacu]; Dasilva, Rosa [/O=SYCOR/OU=TRESLANTOS/cn=Recipients/cn=ESMARODA]; Davini, Rafael [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Davini, Rafael6a1]; DeTomasi, Hernan [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DeTomasi, Hernan80d]; Di Nicola, Manuela [/O=SYCOR/OU=BUDRIO/cn=Recipients/cn=ITBUMANI]; Eichinger, Axel [/O=SYCOR/OU=WIEN/cn=Recipients/cn=eichinger]; Eichler, Andreas [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Eichler, Andreasd2d]; Frölich, Klaus [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Klaus.Froelich]; Fuge, Folkert [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Fuge]; Fukaya, Kana [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Kana.Fukaya]; Gillespie, Emma [/O=SYCOR/OU=EGHAM/cn=Recipients/cn=UKEGEMGI]; Goldberg, Peter S. [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=CNHKPeGo]; Guadalajara, Monica [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=MonicaGuadalajara]; Gunter, Eduan [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=ZAJOEDGU]; Hanko, Szabolcs [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Hanko, Szabolcs22c]; Henkel, Mario [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=HENKEL]; Henry, Charles [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=FRPACHHE]; Horvatin Brliaë, Vjera [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=HRSAVJHO]; Husic Marko [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=HRZGHUSIC]; Jakobi, Oliver [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=RUMOOIJa]; Janosik, Juraj [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=SKBRJUJA]; Kampas, Philipp [/O=SYCOR/OU=WIEN/cn=Recipients/cn=kampas]; Körvel, Kaido [/O=SYCOR/OU=Norrkoping/cn=Recipients/cn=Estonia/cn=User/cn=eetlkako]; Korzen, Katja [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Katja.Korzen]; Kreitz, Anja [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Anja.Mueller]; Lahuerta, Clara [/O=SYCOR/OU=TRESLANTOS/cn=Recipients/cn=clara]; Li, Jason [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=cnbejali]; Lim, Daryl [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=THBADaLi]; Marschall, Wolfgang [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=marschall]; McPherson, Adam [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=usadamcp]; Mishra, Gaurav [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUGAMI]; Mitov, Miroslav [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=BGSOMIMI]; Mocevic, Mirjana [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=BASAMiMo]; Much, Thomas (Australia) [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=Thomas.Much]; Müller, Andre (AP) [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Andre.Mueller]; Okeeffe, Bernard [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=CNBJBEOK]; Okic, Danijel [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=BASADaOk]; Oliveira, Ricardo [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Oliveira, Ricardo0a4]; Özcan, Yildiran [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISYIOZ]; Park, Darren

[/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=KRSEDAPA]; Polzoni, Corrado
 [/O=SYCOR/OU=BUDRIO/cn=Recipients/cn=Corrado.Polzoni]; Ponsan, Benoit
 [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=User/cn=FRPABEPO]; Princ Vladan
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=princ]; Prochaska, Bernhard [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Prochaska, Bernhard738]; Pruktharathikul,
 Kiattichai [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=THBAKIPR]; Puiu, Calin
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=ROCHCAPU]; Rebet, Taras
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=rebet_tar]; Rebhan, Wiebke [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Rebhan, Wiebke08d]; Rohde, Lech
 [/O=SYCOR/OU=GOETTINGEN/cn=RECIPIENTS/cn=PLPOLERO]; Roldan Caparroz, Diego
 [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=ARBADIRO]; Rost, Roger
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Roger.Rost]; Ruhl, Brad
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 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=ATWIANRY]; Schäfer, Tim
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=SCHAEFER_T]; Scheffler, Michael
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Michael.Scheffler]; Schneider, Scott
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Scott.Schneider]; Schoenmaker, Noortje
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Schoenmaker,
 Noortjee44]; Schulz, Stefan Markus [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUSMSC]; Skopetz, Richard
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=skopetz]; Souza, Ricardo [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Souza, Ricardo70e]; Stitz, Thomas
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Thomas.Stitz]; Stuch, Ralf
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Ralf.Stuch]; Svrček Václav
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=svrcek]; Torres, Pablo
 [/O=SYCOR/OU=TRESLANTOS/cn=Recipients/cn=TORRES]; Unger, Zoltan
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=HUBUZOUN]; Urey, Hasan
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISHAUR]; van den Plas, Evi [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Van den Plas, Evi2a7]; Watanabe, Yoshiaki
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Yoshiaki.Watanabe]; Wielowski, Rafal
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=plporaw]; Wong, Veronika
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=CNHKVeWo]; Yates, Philip
 [/O=SYCOR/OU=EGHAM/cn=Recipients/cn=YATES]; Zampini, Wilson
 [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=WilsonZampini]; 'Doe, Stefan' [Stefan.Doe@ottobock.com]; Boscan,
 Sandra [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=SandraBoscan]; Huerta, Orison
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=MXMCORHU]; Gishamer, Florian [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Gishamer, Florianade]; Gödecke, Niklas
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=GOEDECKE]; Ritter, Ariane
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=ritter_a]; Wolf, Michael [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Wolf, Michael6fe]; Cramer, Marc
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=dedumacr]; Davis, Yenny
 [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=Yenny.Hodiono]; Stapleton, Anita
 [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=Anita.Stapleton]; Li, Hongling
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=cnbehonli]; Lai, Gloria
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=CNHKGILa]; Hanano, Tomoko
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Hanano, Tomoko]; Ryu, KiWoong
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=KRSEKiRy]; Jaturongchaisatit, Suporn
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=THBASuJa]; 'krishna.parab@indiaottobock.com'; Hernandez, Javier
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Hernandez,
 Javiera47]; Pfléggar, Thomas [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=ThomasPfléggar]; Benzing, Ricky
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Benzing, Ricky60c];
 Mackensen, Denis [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUDEMA]; 'Marko Husic'
 [marko@ottobock.hr]; Zampini, Wilson [/O=SYCOR/OU=KOENIGSEE/cn=Recipients/cn=WilsonZampini]; Le Cann,
 Gaelle [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUGALE]; Lacroix, Aurelie
 [/O=SYCOR/OU=CEDEX/cn=Recipients/cn=FRPAAULA]; Le Truong, Fabien [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Le Truong, Fabienc4b]; Dendani, Lamia
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=FrluLaDeb68];
 Oliveira, Ricardo [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP
 (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Oliveira, Ricardo0a4]; Regenhardt, Matthias

[/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUMREG]; Hajský Tomáš
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=hajsky]; Yahata, Yasuhiko
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Yasuhiko.Yahata]; Ito, Mayumi
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=Mayumi.Ito]; Song, Chris
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=krsechso]; Park, Jayden
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=krsejapa]; Hong, Semi [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Hong, Semi76d]; Mackensen, Denis
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUDEMA]; Woolsey, Mark [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Woolsey, Markf2d]; Le Cann, Gaelle
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUGALE]; Changmai, Sangduan
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=THBASaCh]; Buang, Rosnah [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Buang, Rosnahb68]; Dimitrova, Ilka
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=bgsoildi]; Gyemant, Andras
 [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=User/cn=HUBUANGY]; Löber, Diana [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=User2cf870d7]; Ozmen, Esra
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISESOZ]; Akar, Aytun
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISAYAK]; Taskin, Orkun
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRANONTA]; Yilmaz, Özlem
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=TRISOZYI]; Harland, Stephen
 [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=ausystha]; Strachan, Greg
 [/O=SYCOR/OU=CHIPPENDALE/cn=Recipients/cn=ausygrst]; Kenyon, Nathaniel [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Kenyon, Nat821]; Oliveira, Ricardo
 [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Oliveira,
 Ricardo0a4]; Spens, Catrin [/O=SYCOR/OU=NORRKOPING/cn=Recipients/cn=SENOCASP]; Blosser, Bettina
 [/O=SYCOR/OU=NORRKOPING/cn=Recipients/cn=senobebo]; Ahl, Anders [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Ahl, Anders95c]; Aumann, Norbert
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Norbert.Aumann]; Beck-Ebbighausen, Andrea
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=beck-ebbighausen]; Deppe, Julia
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Julia.Deppe]; Dietl, Hans
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=dietl]; Ehrich, Sven [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP
 (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Ehrich, Svne8f]; Ellendt, Georg
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=ellendt]; Gunkel, Christin
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Christin.Gunkel]; Hamer, Berit
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUBEHA]; Hammacher, Barbara [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Hammacher, Barbaradad]; Hasenpusch, Michael
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=hasenpusch]; Henkel, Peter
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=henkel_p]; Hiemisch, Christian
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=hiemisch]; Hilgers, Philip
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Phillip.Hilgers]; Jung, Fabian
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Fabian.Jung]; Keiner, Loreley
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Loreley.Pruehl]; Klinge, Vanessa
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUVAKL]; Kreitz, Anja
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Anja.Mueller]; Le Cann, Gaelle
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUGALE]; Maur, Melanie
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Melanie.Jakstat]; Nolte, Michael (Contr.)
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=nolte_mi]; Nohre, Peter
 [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=Peter.Nohre]; Pfuhl, Helmut
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=pfuhl]; Poser, Florian
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUFLPO]; Richter, Manfred
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Manfred.Richter]; Rittmeier, Leo
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=rittmeier]; Rössing, Sönke
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUSORO]; Schmitt, Thorsten
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Schmitt]; Schneider, Stefan
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=schneider]; Senger, Maik
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=SENGER_M]; Thiede, Frederik
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUFRTI]; Timmermann, Uwe
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=timmermann]; Wertz, Harry
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Wertz]; Van Vliet, Johannes Willem

[/O=SYCOR/OU=WIEN/cn=Recipients/cn=vliet]; Valenta, Johannes [/O=SYCOR/OU=WIEN/cn=Recipients/cn=valenta];
 Tabacco, Andreas [/O=SYCOR/OU=WIEN/cn=Recipients/cn=tabacco]; Kellner, Sabine
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=kellner_s]; Weiss, Jürgen [/O=SYCOR/OU=WIEN/cn=Recipients/cn=weiss];
 Steffens, Bastian [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP
 (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Steffens, Bastianc6b]; Gödecke, Niklas
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=GOEDECKE]; Rieger, Martin
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Rieger_M]; Sach, Olaf [/O=SYCOR/OU=EXCHANGE
 ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Sach, Olafd77]; Pollak, Stefan
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=pollak]; Krainer, Michael [/O=SYCOR/OU=WIEN/cn=Recipients/cn=krainer];
 Weber, Martin [/O=SYCOR/OU=WIEN/cn=Recipients/cn=weber_m]; Thamer, Florian
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=thamer]; Reitinger, Christian
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=reitinger]; Osswald, Fabian [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Osswald, Fabianc31]; Bruecker, Esther
 [/O=SYCOR/OU=WIEN/cn=Recipients/cn=bruecker]; Solorio, Cali [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE
 GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Solorio, Cali16d]; Zornhagen, Daniel
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=ZORNHAGEN]; Müller, Andre (AP)
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Andre.Mueller]; Scholz, Katharina
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUKSCH]; Schmidt, Michael (PM)
 [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=SCHMIDT_MI]; Niederstraßer, Sandra
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Subject: GO C-Leg 4

Attachments: GLP_C-Leg 4.pdf; Launch Binder C-Leg.pdf; WOK026-01-1505w.pdf; First C-Leg 4 units.pdf

Go C-Leg 4!!!

Dear All

THE DAY has arrived!

As announced in my previous mail (see below) C-Leg 4 is available for all markets worldwide from now.

We have filled up inventory in Duderstadt and the loaner pool is also ready for use.

Please find attached once again all information related to the launch like GLP, Launch Binder and an additional document the Tech Tips.

The Tech Tips have been created for C-Leg 4 certified practitioners, internal trainers and customer service with the most important hints during the fitting process to ensure an appropriate fitting outcome. It is currently available in English.

Please take the time to read this document and promote it proactively since there is a chance to avoid some complaints, especially regarding alignment, that we already have faced during the first months in the US.

You will also find all the information under the Mechatronic [SharePoint](#).

Should you have any questions regarding C-Leg 4, please feel free to contact Liesa Doppler or me any time.

...and enjoy the C-Leg 4 experience!

Please forward this information to whom Ottobock colleagues it may concern.

Kind regards,
Balazs Polonyi and your Business Unit Mechatronics Team

Ing. Balazs Polonyi
Product Management Mechatronic Systems

Ottobock
12365B Riata Trace Parkway, Suite 250
Austin, TX 78727
US cell: (+1) 512 820 9800
T: (+1) 512 806 2641
M: +43 664 88 757 466

E-Mail: balazs.polonyi@ottobock.com | www.ottobock.at

Von: Polonyi, Balazs
Gesendet: Donnerstag, 13. August 2015 11:42
Betreff: C-Leg 4 International Launch
Wichtigkeit: Hoch

C-Leg 4
Reclaim your determination

Dear colleagues

September 1, 2015 will be the second biggest milestone in the history of our C-Leg after its introduction in 1997. With the international launch of C-Leg 4 Ottobock will be providing improved functionality and features through state of the art technology to all countries in the world.

































With our best C-Leg ever we have the chance to make a big step ahead of competition and regain or strengthen our market share in the MPK segment.

To give you a feeling how C-Leg 4 sales have started I would like to share some numbers with you. Since May we have already sold over 800 units in North America and 90 units in selected Western European countries.

As scheduled, C-Leg 4 will now be available by September 1, 2015 internationally. We will have inventory both in Duderstadt and in Louisville in our logistic centers plus loaner units for demonstration and test purposes in the MASC's.

*** The following information is a short summary of the attached Global Launch Plan ***

Product analysis

-  New features / improvements and benefits
 - o New design: naturally shaped and shorter carbon frame in two different colors Volcano Shadow and Desert Pearl
 - o Standard – non electronic – tube adapter
 -     No selection of tube length
 -     Larger population can be fitted due to smaller system height (joint and tube adapter)
 - o Improved/easier swing initiation and swing behavior.
 -     Very easy and trustworthy first steps on the "new" prosthesis. No need of "learning to walk"
 -     More harmonic gait pattern and more effortless gait in every situation
 -     Reliable stance release on soft terrains (e.g. sand, grass, gravel) and when carrying objects
 - o Dual stance function (Intuitive and manual stance)
 - o Safe walking backwards
 - o Enhanced stumble recovery
 -     Easier to avoid critical situation.
 -     Easier to find balance when stumbling. → More secure feeling.
 - o Cockpit App (Android)
 - o Simplified alignment software
 -     Quick adaptation / time saving
 - o Activity Monitoring Report
 - o Check battery without app or remote
 - o C-Leg 4: IP 67 - **weatherproof** (like the new Genium)
 - o Protective cover with various design options
-  Software
 - o **NEW C-Soft Plus 1.0 required!** (Update NOT available for download)
-  Scope of delivery
 - o Due to the Cockpit app, the remote (4X350) is not part of the package but can be ordered separately.

Pricing

-  Your market price of the C-Leg 4 package should be set at 200-400 € above, or at least at the list price level of the current C-Leg package!
-  Due to the transfer pricing process IC pricing will be defined individually for each OBS according to your market prices! So set your list price please and contact me for IC Price setting. If you have questions or would like to information on fellow market prices don't hesitate to contact me
-  C-Soft Plus 4X440=V1.0 IC price EUR 5,-

Training and Certification

-  Experts who are already C-Leg certified need an update via e-learning or classroom training. After successfully completing the update training, they become certified C-Leg 4 Experts.

Communication Campaign / Material

-  Mechatronics Lower Limbs Campaign: Six Products – One Concept
-  Please find a list of all available marketing material in the attached launch binder!

Ordering process

-  New product codes: C-Leg 4: 3C98-3* and 3C88-3*
-  C-Leg 4 is to be ordered via multi-level configurator LL1000. In case of any questions around ordering process please contact Niklas Gödecke in Duderstadt.
-  New order forms can be found in the MAM system: 112959-DE, 112956-EN

Service & Warranty

-  3 or 6 year manufacturer warranty (same concept like Genium)
-  North America: Mandatory but not fixed (condition based) service intervals
-  Rest of the World: Fixed service intervals after 24 and 48 months (same like Genium)

FAQs

-  The last section of the GLP covers FAQs on different C-Leg 4 launch related topics.

Please find attached an updated version of the GPL and a launch binder with all marketing materials around C-Leg 4. Furthermore I would like to share with you some pictures of the first C-Leg 4 units in the production plant in Vienna waiting for international mission.

Let's use this great chance and let's push this phenomenal product! But on the other hand please consider that C-Leg 4 is just the second best MPK on the market after the Genium family that provides superior functionality for unmatched patient benefits. I know that all of our users, customers and also you will be exited of the new C-Leg 4 but please keep always in mind our entire mechatronic portfolio if you are talking about one of our products. In the GLP you will find a section to a "target positioning" in detail at page 38-39.

Should you have any questions regarding C-Leg 4, please feel free to contact me any time.

Thanks to everyone who has helped to make possible entering a new era of the C-Leg!!!
And be assured:
users and customers will love C-Leg 4.

Please forward this information to whom Ottobock colleagues it may concern.

Kind regards,
Balazs Polonyi and your Business Unit Mechatronics team

Ing. Balazs Polonyi
Product Management Mechatronic Systems

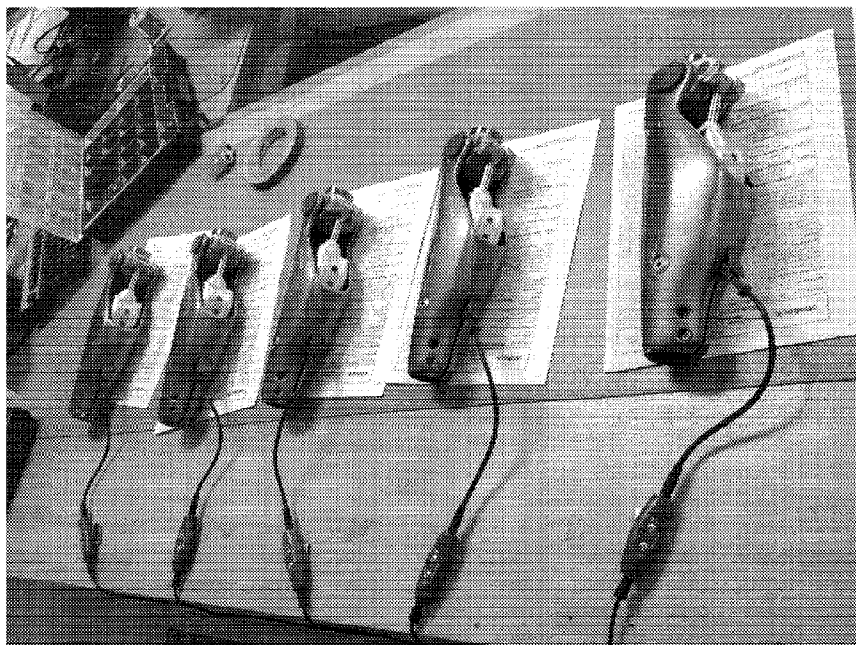
Ottobock
12365B Riata Trace Parkway, Suite 250
Austin, TX 78727
US cell: (+1) 512 820 9800
T: (+1) 512 806 2641
M: +43 664 88 757 466

E-Mail: balazs.polonyi@ottobock.com | www.ottobock.at

Otto Bock Austria Gesellschaft m.b.H.
Location of registered office: Brehmstraße 16, 1110 Vienna/Austria, Trade register & number: HG WIEN FN 104078p

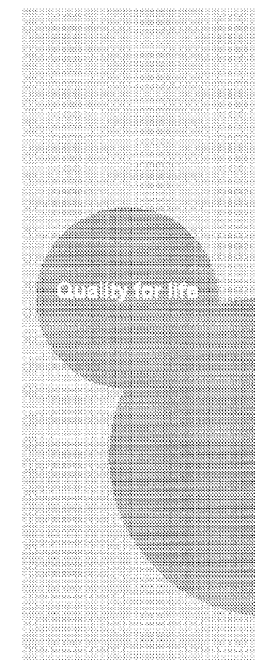
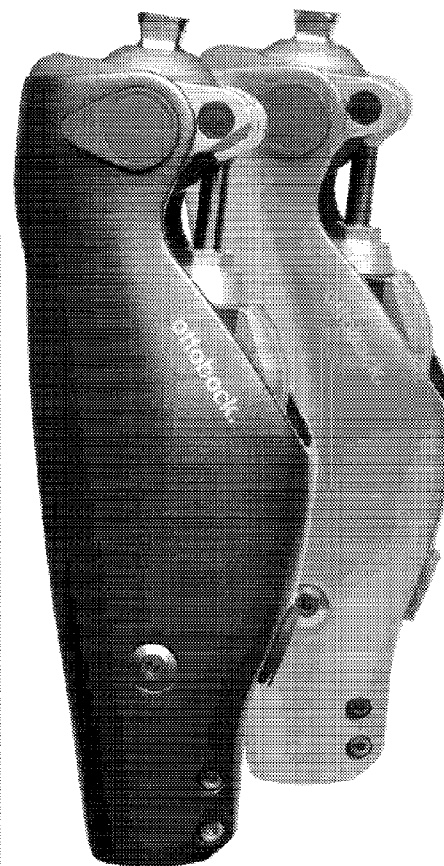
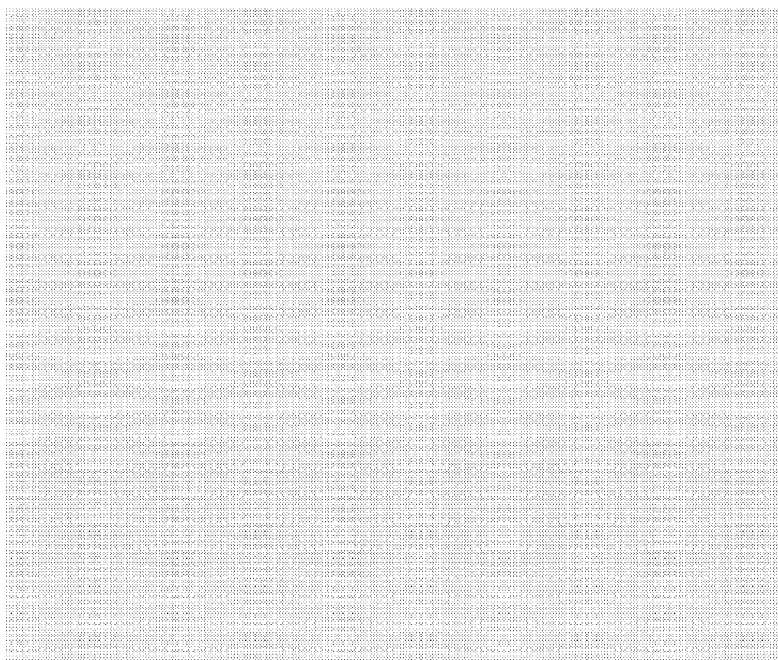
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First C-Leg 4 units in Vienna



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C-Leg 4 Global Launch Plan



Global Launch Plan | C-Leg 4 | © Ottobock 1



Agenda

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| <p>1 Executive Summary</p> <ul style="list-style-type: none"> 1.1 Key Message 1.2 30 Second Elevator 1.3 Time Plan | <p>6 Pricing</p> <ul style="list-style-type: none"> 6.1 Recommended Market Price 6.2 IC Pricing – Product 6.3 IC Pricing – Spare Parts |
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| <p>4 Portfolio Context</p> <ul style="list-style-type: none"> 4.1 Segmentation 4.2 Internal Portfolio Positioning | <p>9 Logistics</p> <ul style="list-style-type: none"> 9.1 Content of the Box 9.2 Order Processing |
| <p>5 Competitor Analysis</p> <ul style="list-style-type: none"> 5.1 Functional Differentiation to OB & External Products | <p>10 Service</p> <ul style="list-style-type: none"> 10.1 Warranty / Guarantee 10.2 Loaners 10.3 Repair |
| | <p>11 FAQs around C-Leg 4</p> |

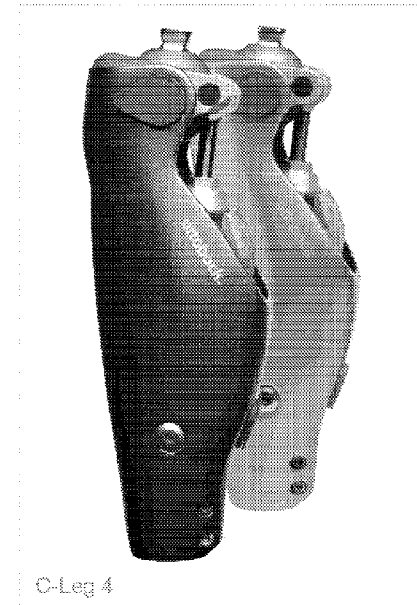
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1 Executive Summary

1.1 Key Message

C-Leg 4

Reclaim your determination



- C-Leg Redesign with improved functionality and features in the price range of C-Leg.
- 17 years of experience and competence.
- The safest C-Leg ever – with clinically proven effectiveness.
- The C-Leg 4 is not more and not less than the best C-Leg ever.



1 Executive Summary

1.2 30 Second Elevator

<p>Goals <i>What do we want to achieve?</i></p> <ul style="list-style-type: none"> • Significant and sustainable life cycle extension of the C-Leg. • Counteract competitors. • Regain market share. • Increase volume (revenue & unit) • Geographic expansion. 	<p>Tactics <i>How do we get there?</i></p> <ul style="list-style-type: none"> • Regain market share through aggressive competitor strategy. • Upgrade from mechanical to mechatronic knees. 	<p>Benefits <i>What makes the product unique?</i></p> <ul style="list-style-type: none"> • New stance release and swing behavior. • Dual stance function. • Enhanced Stumble Recovery • Weatherproof (IP67) • Cockpit App for Android. • Full coverage via protector. • Easy set up & adjustment process. • Quick update course for C-Leg certified CPO's.
<p>Main Indication</p> <ul style="list-style-type: none"> • TF; KD; HD; bilateral; MOBIS 2 – 3 – 4 • Weight limitation: 136 kg/300 lbs 		
<p>Pricing</p> <ul style="list-style-type: none"> • Intercompany price: package price configuration similar to C-Leg • Recommended market price: package price configuration similar to C-Leg 		
<p>International Launch Date</p> <ul style="list-style-type: none"> • North America: Q2 2015 • Rest of the World: Q3 – Q4 2015 		

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1 Executive Summary

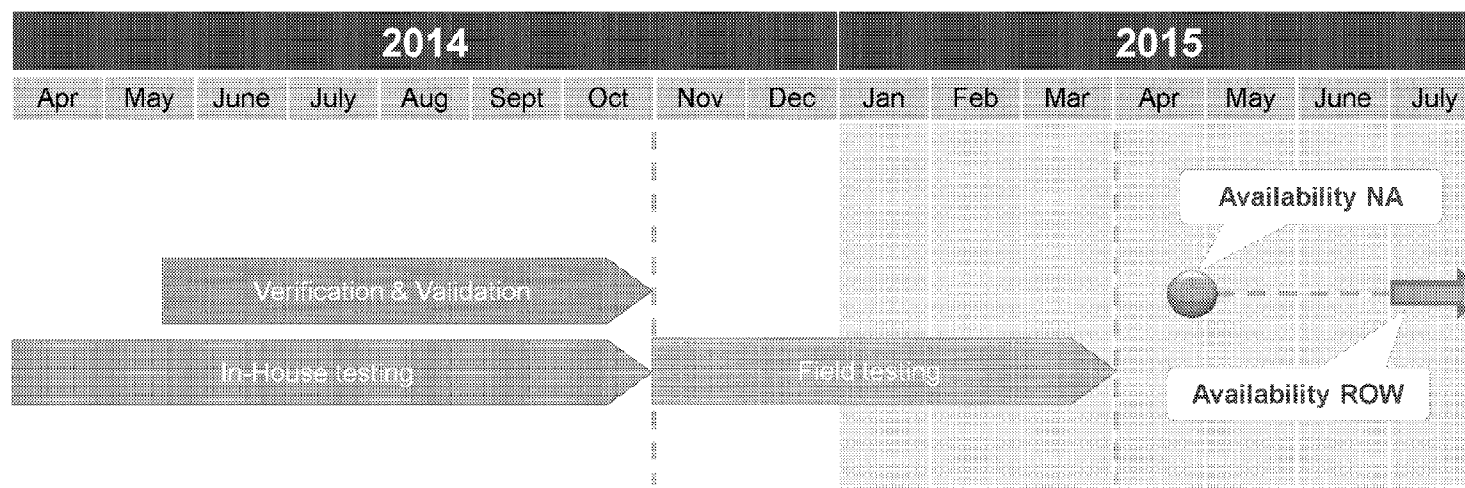
1.3 Time Plan



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1 Executive Summary

1.3 Time Plan





Agenda

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| | <p>11 FAQs around C-Leg 4</p> |

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2 Sales and Marketing Goals

2.1 Qualitative Goals

- Regain market share from competitors especially from Plié in the US and expand the market penetration in the MPK segment.
- Counteract competitors like Plié 3, Rheo 3, Orion 2. Aggressive competitor strategy.
- Improvement of a very well established product regarding functionality.
- Increase reliability and ease of use.
- Simplify fitting criteria's.
- Eliminate current bugs.
- C-Leg 4 will replace current C-Leg in the product portfolio.
- The success of C-Leg 4 is crucial regarding our WT2 goal achievement.
- C-Leg became the strongest brand and standard of care in the MPK segment during the last 17 years.
→ Therefore "No failure is allowed"!

Qualitative Goals:

Significant and sustainable life cycle extension of the C-Leg

- Make a good product even better.
- Develop it as good as necessary but not as good as possible.
- Aggressive competitor strategy.

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Agenda

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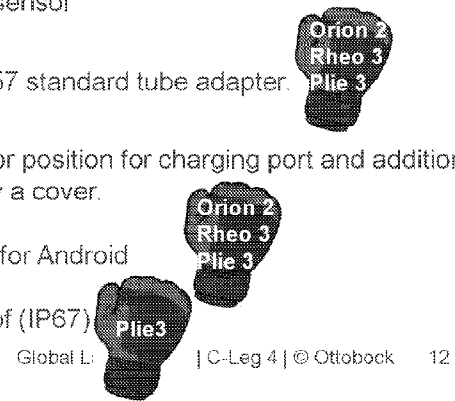
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3 Product Analysis

3.1 Product Introduction



- 1 New naturally-shaped carbon frame design. All sensors integrated.
 - Lower system height.
 - Bluetooth integrated.
 - Louder beeper. Adjustable by the user.
 - New Drivetrain (Meridium, Planetary Gears)
- 2 Knee bending-angle 130° (C-Leg: 125°; Genium: 135°)
 - Flexion-stop 8° (pre-mounted)
- 3 Inertial Motion Unit (IMU)
- 4 Knee angle sensor
- 5 Using of 2R57 standard tube adapter
- 6 New posterior position for charging port and additionally protection by a cover.
- 7 Cockpit App for Android
- 8 Weatherproof (IP67)

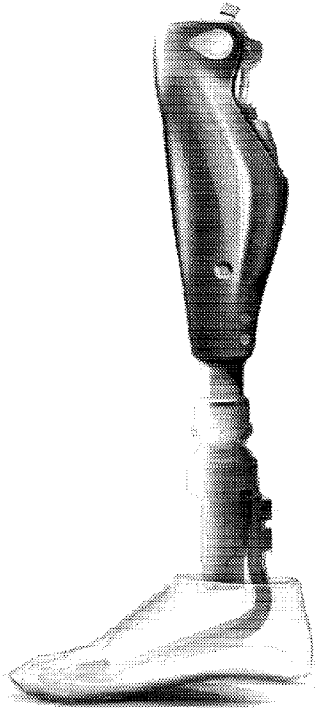


Global Li | C-Leg 4 | © Ottobock 12

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3 Product Analysis

3.2 Indication/ Field of Application



User profile:

- Mobility grade: 2 – 3 – 4 (C-Leg today: MG 3 – 4)
 - Stance release independent from toe load
 - Reliable stance release at small steps
 - Enhanced Stumble Recovery
- Amputation levels: TF, KD, HD, Bilateral
- Weight limit: 136kg/300lbs, 125kg/275lbs with torsion unit
- High demand of safety combined with efficient stance release and control.
- High walking speed (> 5 km/h) and/or long walking distances (5 km).
- Varying walking speed and step length
- Varying terrain
- Walking downstairs and ramps
- Demand of additional modes (e.g. standing with flexed knee, cycling)

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3 Product Analysis

3.3 Product Features

More harmonic gait pattern and more effortless gait.

- Prosthetic Control based on patented 3D Motion Analysis and Force Determination.
- Advantages C-Leg 4 over current C-Leg: Prosthetic Control mainly based on motion (user movements) instead of forces.
 - Forces are often biased by ground conditions (e.g. sand, grass, gravel), carrying objects or using walking aids. Motion is independent of these variable factors.



New patented motion based analysis allows for a smoother transition from stance to swing that is independent from toe load and effective across all terrain even in sand, grass or gravel.

Stance Release



Swing phase flexion angle can be individually pre-adjusted and the knee adapts +/- 3° according to varying walking speeds.

Swing phase extension resistance is real-time controlled at variable cadence, on stairs and ramps.

Swing Phase

Stance phase flexion is individually programmable (like current C-Leg)

Stance phase extension dampening is real-time controlled for more harmonic gait pattern.

Stance Flexion



3 Product Analysis

3.3 Product Features

Improved safety package

- Prosthetic Control based on patented 3D Motion Analysis and Force Determination.
 - Knee Angle
 - Inertial Motion Unit (IMU) with gyroscope and accelerometers
 - Force Determination
- IMU technology was not available at times of C-Leg, strain gauges was the best available technology. Today motion based control is state of the art!



The system senses trips and stumbles and provides a permanently higher resistance than stance phase flexion level - helping to prevent falls.

Enhanced Stumble Recovery



Intuitive Stance :Recognizes any situation that puts strain on the prosthesis in the flexion direction but where flexion is not permitted.

Manual Stance: Safe and reliable standing especially for bilateral users. (via motion pattern)

Dual Stance Function



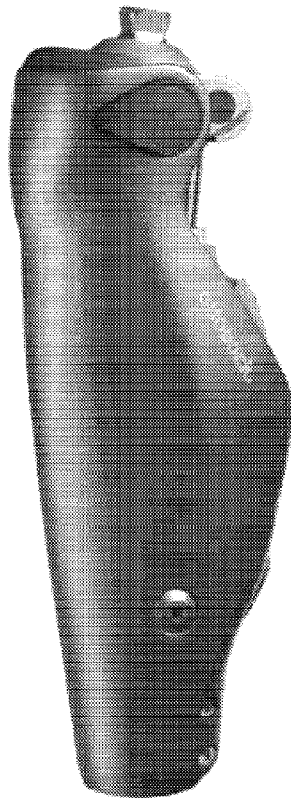
Safe walking backwards without cognitive effort

Walking Backwards

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3 Product Analysis

3.4 Product Benefits – User



Stance release and swing behavior:

- Reliable stance release at variable cadence and in confined spaces
- Very easy and trustworthy first steps on the "new" prosthesis. No need of "learning to walk"
- More harmonic gait pattern and more effortless gait in every situation.
- Reliable stance release on soft terrains (e.g. sand, grass, gravel) and when carrying objects. (Not always possible with current C-Leg)
- Walking with stance flexion easier than with current C-Leg possible.

Safety:

- Monitoring of every movement 3 dimensional. (Orientation in space)
- Safe walking backwards.
- Easier to avoid critical situation.
- Easier to find balance when stumbling. → More secure feeling.

Dual stance function: (selectable by the practitioner via PC software)

- Intuitive stance.
- Manual stance.

Global Launch Plan | C-Leg 4 | © Ottobock 16

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3 Product Analysis

3.4 Product Benefits – Testimonials

„I can walk longer distances without getting as tired as before“

„The knee is lighter than C-Leg and the swing is more smooth.“

„My back pain has gone“

Wow!

You don't have to do anything just walk.

“Conversation with my therapist:

- What have you done during the last two weeks? Your gait and back muscles are much more relaxed.
- Maybe because of my new leg?“

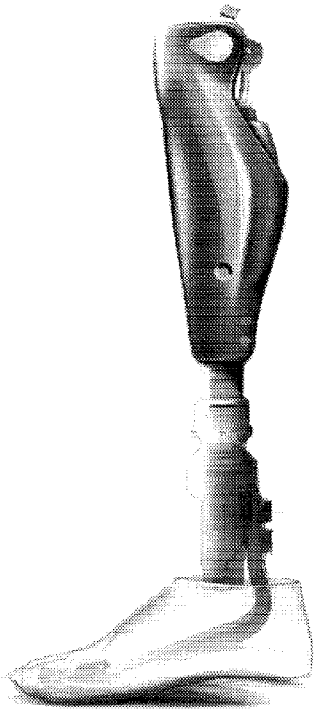
“I can stand without thinking on it. It is very natural and I am less tired after a working day in a shop.”

“Wow... They made the knee much smaller”

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3 Product Analysis

3.5 Product Benefits – Practitioner/CPO



Standard tube adapter:

- Due to state of the art sensor technology it is possible to control the prosthesis without strain gauges in the pylon.
- No selection of tube length.
- No high risk (cost) when cutting the tube.
- Larger population can be fitted due to smaller system height (joint and tube adapter).

Simple adaptation via Data Station:

- Quick adaptation with only 4 sliders and one button.
- Time saving.

No certification for C-Leg certified technicians:

- Only up-date course needed. → No ordering without update course possible!
- Up-Date course via E-Learning possible. Regarding country specific details further discussion with Academy / PM necessary.

3 Product Analysis

3.6 Product Variations

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Knee Joint:

- 3C98-3: C-Leg knee joint with pyramid connector, Colour: Volcano Shadow
- 3C88-3: C-Leg knee joint with screw top connector, Colour: Volcano Shadow
- 3C98-3=9.2 C-Leg knee joint with pyramid connector, Colour: Desert Pearl
- 3C88-3=9.2 C-Leg knee joint with screw top connector, Colour: Desert Pearl

Tube Adapter:

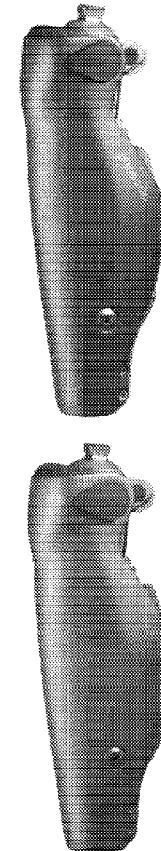
- 2R57: Tube Adapter, short, 34 mm, Titanium
- 2R57=T Tube Adapter, short, 34 mm, Titanium, water-resistant
- 2R67: Tube Adapter, 34 mm, with Torsion unit

Coming soon

Scope of delivery:

- 3C98-3 C-Leg
- 2R57/2R57=T/2R67 Tube Adapter
- 4E50-2 Charger
- 757L16-2 AC Adapter
- 4X441-ANDR=V1.0 Cockpit App for Android (Bluetooth pin card with serial number and individual pin code included in the box)

Attention: Due to Cockpit App no Remote Control included!!! It can be configured as a spare part (4X350).

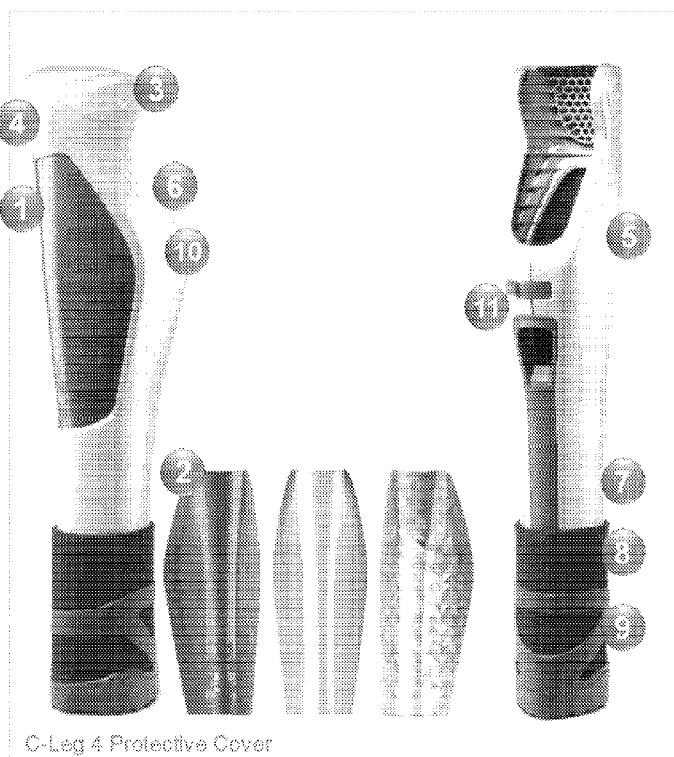


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3 Product Analysis

3.7 Accessories

4X860 C-Leg Protective Cover



- 1 Customizable Shield Insert
- 2 Amputee can choose between 3 different designs
- 3 Visualization of knee rotation center
- 4 Anatomical frontal surface for comfortable kneeling
- 5 Smooth Surface
- 6 Robust main protector unit
- 7 Area of length adjustment – can be shortened by CPO
- 8 Nonskid textile
- 9 Innovative Foot Cuff - same than for Genium Protective Cover. Hybrid construction consisting of a high-quality plastic and a textile providing stability and flexibility at once. Available in size S, M and L.
- 10 Volume compensation - Underneath long clothing for a less conspicuous appearance
- 11 Closures easy to operate

Global Launch Plan | C-Leg 4 | © Ottobock 20

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3 Product Analysis

3.7 Accessories

Ordering example

The article number 4X860 is only used habitually in the everyday language and in some information material and cannot be ordered.

Please note that **two article numbers** have to be ordered to get a complete C-Leg Protective Cover. This is because the Shield Insert (4P863=*) as mandatory part of the Protective Cover is available in different designs so that the Protective Cover needs to be configured.

C-Leg Protective Cover = **4X860=*** C-Leg Protective Cover (w/o shield) + **4P863=*** Shield Insert

4X860=S, M or L

4P863=1, 2 or 3

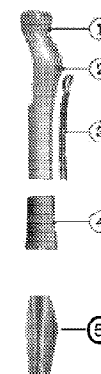
The C-Leg Protective Cover will consequently be **delivered in two different packages**:

1. 4X860=* C-Leg Protective Cover (w/o shield)

The star behind the equal sign stands for the size of the included Foot Cuff, which is the same than for the 4X880=* Genium Protective Cover. Thus, this package includes one Foot Cuff (4) in size S, M or L, the protector main unit (1), the closures (2+3) and both IFUs (for qualified personnel and for users)

2. 4P863=* Shield Insert

This package contains one Shield Insert (5) in Design 1, 2 or 3 as well as a short reference to the IFUs included in 4X860=*



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3 Product Analysis

3.7 Accessories

Contact us!

In case of questions about the new C-Leg 4 Protective Cover and the according market launch please do not hesitate to contact me.

Name: Sandra Niederstrasser
Department: Product Manager
PM Lower Limb – Mechanical Components
Phone: +49 5527 848-3280
E-Mail: sandra.niederstrasser@ottobock.com

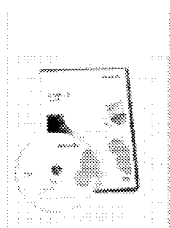


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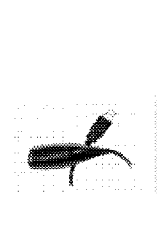
3 Product Analysis

3.7 Accessories

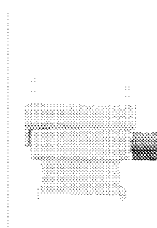
Further Accessories:



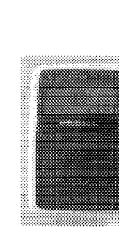
4X440=V1.0 C-Soft Plus
Can be installed unlimited often within one company therefore not necessary to order with every knee. Selectable via configurator.



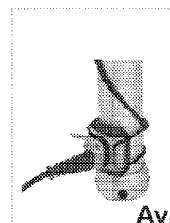
60X5 Bionic Link PC
For the appropriate Bluetooth ® connection to the C-Leg 4. It has to be used for your PC. Bluetooth ® adapter for the knee is not needed anymore since the C-Leg 4 has integrated Bluetooth ®.



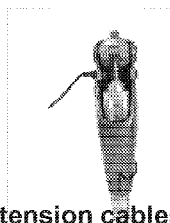
4H105 Knee-Extender
The knee-extender is a tool that is needed for correct bench alignment. It can be used unlimited often therefore not necessary to order with every knee. Selectable via configurator.



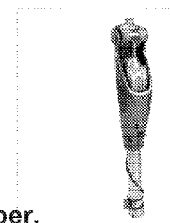
4X350 Remote Control
The remote control is not part of the package. It can be ordered separately if needed. E.g. if the user does not have a smartphone or uses iOS. Selectable via configurator.



4X156 Charger Extension Cable - Ankle
Extension of the charging port to the ankle with a cable length of 30 cm / 11,8 inch.



4X157 Charger Extension Cable - Knee
Extension of the charging port to the knee area. Especially beneficial for two piece foam covers.



4X158 Charger Extension Cable – Ankle, long
Extension of the charging port to the ankle with a cable length of 80 cm / 31,5 inch.

Availability of all charger extension cables approx. mid of September.

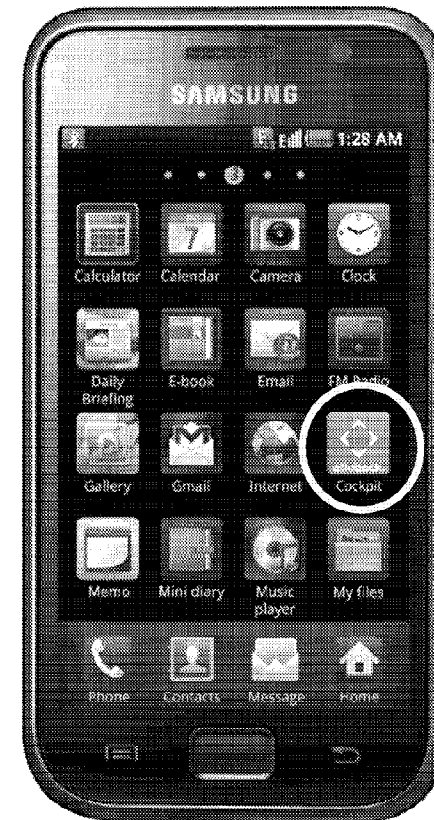
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3 Product Analysis

3.8 Cockpit App for Android

Ultimate vision: improve ease of use in everyday life

- User friendly and contemporary alternative to the current remote control.
- Operation of microprocessor controlled knee joints and feet.
- Currently compatible with C-Leg 4, Meridium and Genium / X3 Facelift.
- Operation of device combinations in the future.
- Generic design. Same app for different devices. Connected product will be recognized by the app.
- Development of a medical device. (Strict legal and regulatory requirements.)



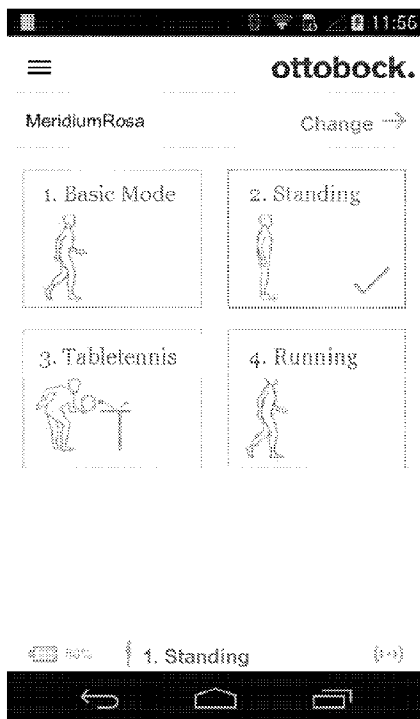
Global Launch Plan | C-Leg 4 | © Ottobock 24

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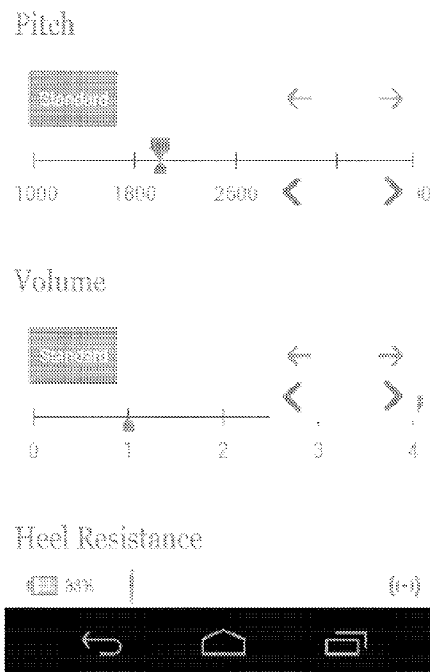
3 Product Analysis

3.8 Cockpit App: Screen Shot Examples

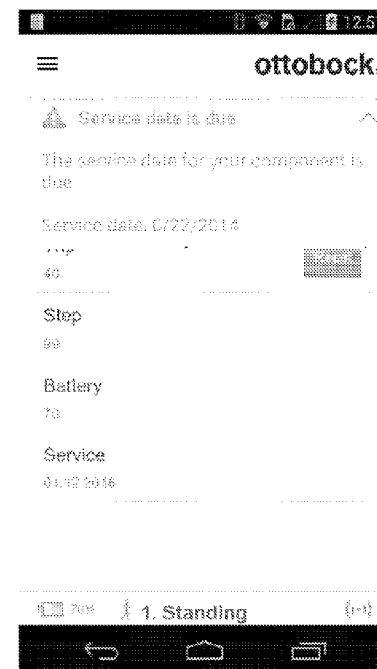
Easy to switch between MyModes for different activities.



Immediate fine tuning.



Status information. Service- and safety relevant failure dialogs.



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3 Product Analysis

3.8 Cockpit App vs. Remote Control

- User-friendly and state of the art successor of the current remote control
- Fast pairing and set-up process
- Fast and reliable connection
- Easy and intuitive handling
 - User-friendly navigation
 - Clear dialogs for actions and warnings
 - Separate screen for each function with intuitive icons
- Turn off Bluetooth is possible. (relevant for planes, security areas, etc.)
- Turn on/off several functions like standing, sitting, stairs, etc. (depending on prosthetic device)
- Easy switch between devices for product combinations (e.g. foot and knee joint, bilateral)

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3 Product Analysis

3.9 Data Station Activity report

Medicare K-level definitions (USA only)

K1 This patient has the ability or potential to use a prosthesis for transfers or ambulation on level surfaces at fixed cadence - a typical limited or unlimited household ambulator.

K2 This patient has the ability or potential for ambulation with the ability to traverse low-level environmental barriers such as curbs, stairs, or uneven surfaces - a typical community ambulator.

K3 The patient has the ability or potential for ambulation with variable cadence - a typical community ambulator with the ability to traverse most environmental barriers and may have vocational, therapeutic, or exercise activity that demands prosthetic use beyond simple locomotion.

K4 The patient has the ability or potential for prosthetic ambulation that exceeds basic ambulation skills, exhibiting high impact, stress, or energy levels - typical of the prosthetic demands of the child, active adult, or athlete.

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3 Product Analysis

3.9 Data Station Activity report

Description

- * Allows the CPO to generate a report in Datastation
 - Visible on screen and printable as two page document
 - Report can only be saved as print file e.g. with external pdf converter
 - Personal user data only on local CPO PC, no data connection to Ottobock
- * Designed for test periods of a few days to weeks (smallest unit 1h)
- * Available for:
 - C-Soft Plus for C-Leg4
 - X-Soft for new or serviced (updated) Genium and Genium X3
 - Could later be implemented in M-Soft for Meridium and K-Soft for Kenevo

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3 Product Analysis

3.9 Data Station Activity report

Overview

- **Resettable counter:** inactive at prosthesis delivery, counter reset button, deactivation button
- **Test duration:** Total, usage time (excluding charging and standby) and active time (excl. sitting)
- **Step count:** Total, 24h average, steps on stairs and ramps, OPG steps and running steps
- **Speed measurements:** Split in 6 walking speed tiers, average speed, variability of speed
- **Two diagrams:**
 - distribution of active time
 - walking speed distribution

3.9 Data Station Activity report

Differentiation to competitor products



	Ottobock Activity report	Comments	Ossur Workbench Activity report	Comments	Finisar Innovations Activity report	Comments
Compatible MPKs	C-Leg 4 Upcoming Genium Upcoming Genium X3	C-Soft Plus Upcoming X-Soft	Rheo Rheo 3		Plé 2.0	
PC based software, data from MPK	✓	included in software free of charge	✓	Workbench extension to Rheologic Software. List price approx. US\$ 350, but has been given out for free.	✓	Cost lab software
Date and time information	✓	Last modification date only	✓	Start and end date and time	✓	Test day date only. Designed for short tests. Less than 1 day, probably only a few minutes for each of the 3 walking speeds
Test duration (in hours)	✓		X		X	
Period of use (in hours)	✓	= without charging and standby time	X		X	
Active time (in hours)	✓	= Period of use - time spent sitting	X		X	
Distribution of active time chart	✓		X		X	
Standing function period of use	✓		X		X	
Variable cadence	✓		✓		✓	
Columns with steps per speed tier	✓		✓		✓	
Pic chart with % per speed tier	X		✓		X	
Number of speed tiers for variable cadence	6		6		3	
Speed tiers in mph	< 0.93 0.93 - 1.55 1.55 - 2.17 2.17 - 2.79 2.80 - 3.41 ≥ 3.42	0.62 mph = 52.2 steps/min 1.24 mph = 80.0 steps/min 1.86 mph = 92.3 steps/min 2.49 mph = 100.0 steps/min 3.11 mph = 108.1 steps/min 3.73 mph = 120.0 steps/min	< 0.7 0.7 - 1.1 1.1 - 1.8 1.8 - 2.5 2.5 - 3.8 > 3.8	Speed tiers in mph not evenly spread in available sample, different to km/h sample. Error? If correct, top speed tier very hard to reach	Slow medium fast	Values also expressed in average steps/min depending on user performance
Speed tiers in ft/s	X		✓		X	
Average steps per minute	X		X		✓	
Walking speed step graphs	X		X		✓	
Average walking speed	✓		X		X	
Variability of walking speed	✓		X		X	
Step count	✓		✓		X	only per speed tier
Share of steps with stance phase flexion (C-Leg 4)	X	C-Leg 4 only	X		X	
Share of OFG Steps (Genium, Genium X3)	X	Genium, Genium X3 only	X		X	
Average steps per 24h	✓		X		X	
Steps walked down on stairs and ramps	✓		X		X	
Stairs walked up	✓	Genium, Genium X3 only	X		X	
Running steps completed	✓	Genium X3 only, MMode Running + Walk to run	X		X	
Explanation page	✓		X		X	
Printout of Alignment	X	optional	✓		X	
Projected activity level	X				X	

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3 Product Analysis

3.9 Data Station Activity report

Contact us!

In case of questions about the Data Station Activity Report please do not hesitate to contact me.

Name: Bernhard Prochaska

Department: Product Manager
PM Lower Limb – Mechatronic Systems

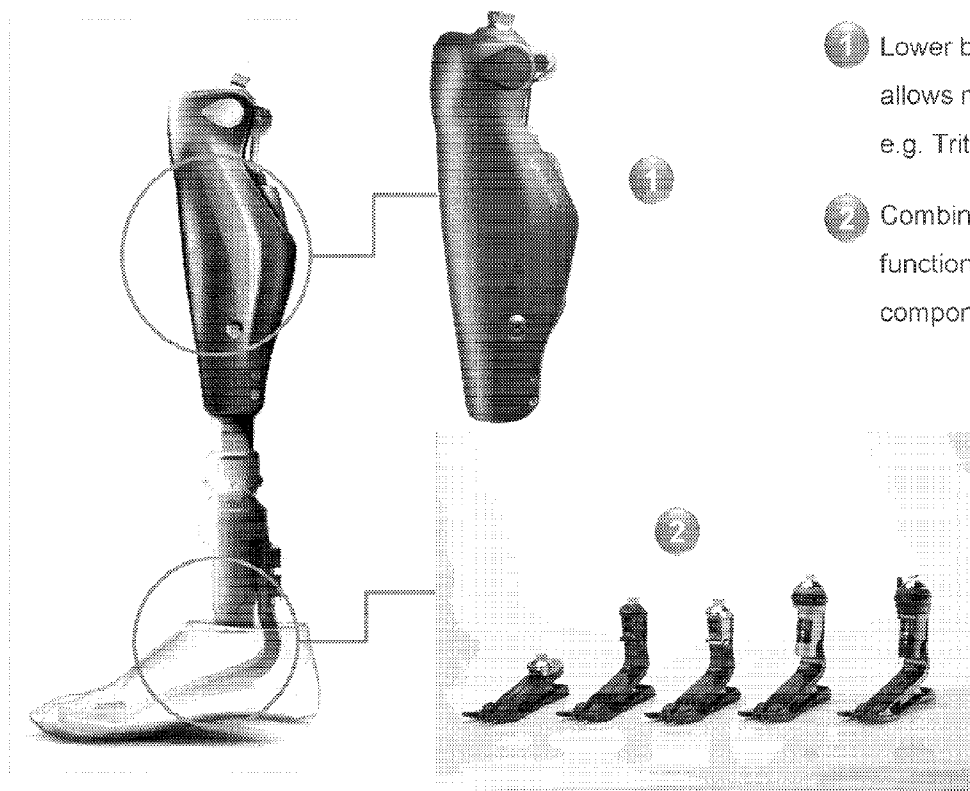
Phone: +43 1 5233786 197
Mobile: +43 664 84134 30
E-Mail: bernhard.prochaska@ottobock.com



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3 Product Analysis

3.9.1 Winning Combination / System Benefits



① Lower built height (~ Genium) of the knee joint allows more combination with "high" feet like e.g. Triton VS.

② Combinations with the Triton Family offer more functional benefit as a system than individual components. e.g.:

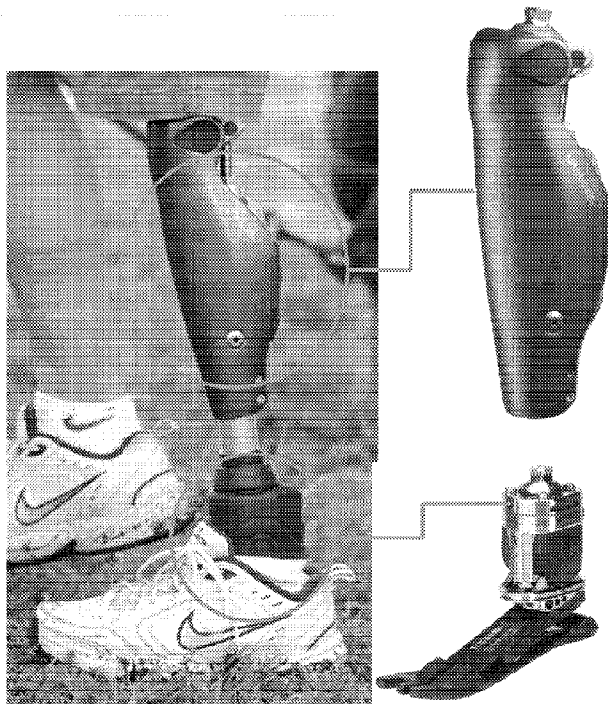
- Rotation and Shock Absorption
- Stability on uneven terrain
- Harmonic rollover characteristic

Global Launch Plan | C-Leg 4 | © Ottobock 32

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3 Product Analysis

3.9.1 Winning Combination / System Benefits



The first mechatronic system combination in our portfolio:

- 1C66 Triton smart ankle
- 1B1 Meridium (also possible)

First feedback on C-Leg 4 & Triton smart ankle combination:

- Very natural walking due to movement in the ankle.
- Especially safe on ramps descending due to plantar flexion of the foot.
- Relief function very beneficial when sitting in confined spaces e.g. car and bus as the foot flattens to the ground.
- Walking backwards is extremely stable.
- Comment from our patient model: "We have reached what I am waiting on for a quarter of a century."

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Agenda

- | | |
|--|--|
| <p>1 Executive Summary</p> <ul style="list-style-type: none"> 1.1 Key Message 1.2 30 Second Elevator 1.3 Time Plan <p>2 Sales and Marketing Goals</p> <ul style="list-style-type: none"> 2.1 Qualitative Goals 2.2 Quantitative Goals <p>3 Product Analysis</p> <ul style="list-style-type: none"> 3.1 Product Introduction 3.2 Indication/ Field of Application 3.3 Product Features 3.4 Product Benefits – User 3.5 Product Benefits – CPO 3.6 Product Variations 3.7 Accessories 3.8 Cockpit App 3.9 Data Station Activity Report 3.9.1 Winning Combination / System Benefits <p>4 Portfolio Context</p> <ul style="list-style-type: none"> 4.1 Segmentation 4.2 Internal Portfolio Positioning <p>5 Competitor Analysis</p> <ul style="list-style-type: none"> 5.1 Functional Differentiation to OB & External Products | <p>6 Pricing</p> <ul style="list-style-type: none"> 6.1 Recommended Market Price 6.2 IC Pricing – Product 6.3 IC Pricing – Spare Parts <p>7 Marketing Communication</p> <ul style="list-style-type: none"> 7.1 Launch Campaign 7.2 Marketing Materials 7.3 Sales Pitch 7.4 Battle Card <p>8 Training</p> <ul style="list-style-type: none"> 8.1 Requirements 8.2 Content of Training Presentation 8.3 Ottobock Academy Portal <p>9 Logistics</p> <ul style="list-style-type: none"> 9.1 Content of the Box 9.2 Order Processing <p>10 Service</p> <ul style="list-style-type: none"> 10.1 Warranty / Guarantee 10.2 Loaners 10.3 Repair <p>11 FAQs around C-Leg 4</p> |
|--|--|

4 Portfolio Context

4.1 Segmentation



Segment & Description	A	B	C	D	E	F	G	H	I	J	K
Segment & Description	Conventional lock knee	Conventional knee w/ swing control by spring	Conventional knee w/ swing control by pneumatic	Conventional knee w/ stance OR swing control by hydraulic	Conventional knee w/ stance AND swing control by hydraulic	Micro-processor swing controlled knees	Micro-processor stance controlled knees	Microprocessor stance & swing controlled knees	Secondary prosthesis, for sports	Secondary prosthesis, for aqua	Exoskeletal knees
Kids	3R20	3R25 3P25		3P15							
Without MG									3S20 3P2 ProGait**	3W10	3K20/3P1 P13P1/P23 P24/P25/P26 P1/P2/P3 P4/P5
MG4				3R40 3R20 3R40			3P40				
MG3			3R15 3R100 3R74 3R77		3R20			C-Leg 4 C-Leg Genium V3			
MG2		3R40 3R10 3R10 3R20/21/22/24		3R20 3R20/200 3R20/201			Kneevo C-Leg Combi2	Genium2			
MG1	3R100 3R17/35 3P20/32	3R100/101 3R95									
Projects	Safe Lock PS Lock	PS Brake PS Spring	3R100 RD	PS Hydraulic	Henri		Gravi Knee	Genium FL Junior Leg			
Competitor	3A40 (Stiefen-eder) SAKL (Hosmer) Endolite	TK 1900 (Balance Knee) (Ossur) OP3 (SAFK) (loamer)	Kniegen Air (Stiefen-eder) OP3 (Medi)	Hydeal (Proteor) Total Knee 2000/2100/2200 (Ossur)	Yak (Ortonobil) Merqui/Knee 1006 (Endite) Mauri/ Galmaster (Ossur)	HydriKnee/ Synergy Energy (Nittesco) P+Sreit P (Endite)	Pile 2 D (FI) Pile 3 (FI)	Rhec 3 (Ossur) Orion 2 (Endolite) Power Knee (Ossur)			

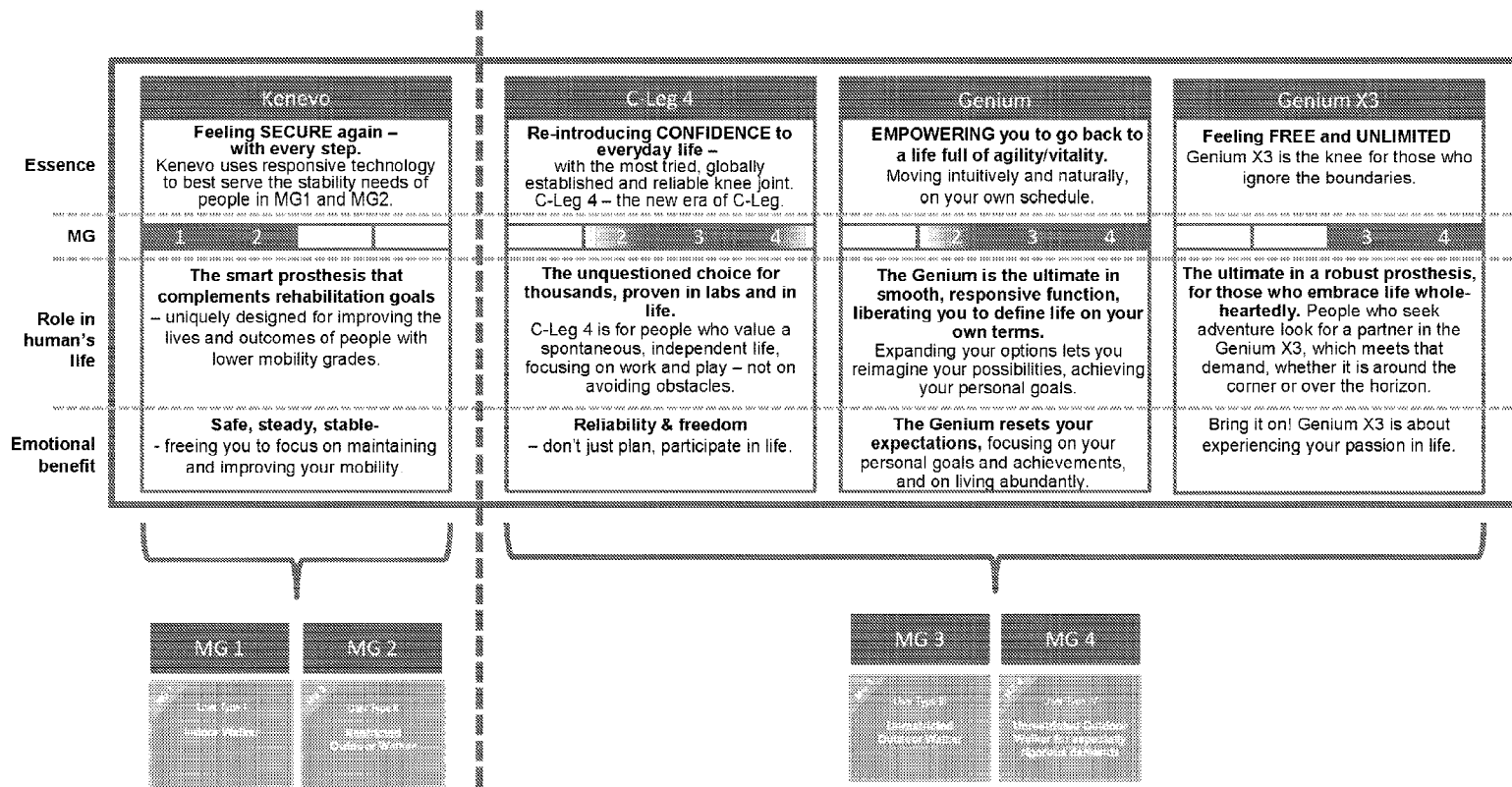
*Phase-out in 2014
**Launch in 2014

■ Competitor products
■ Ottobock products
☑ Projects in PEP (13)

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4 Portfolio Context

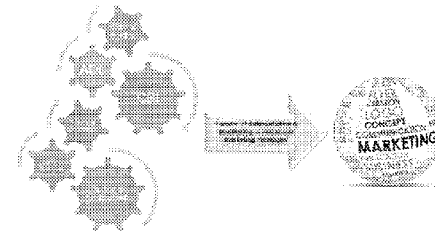
4.2 Internal Portfolio Positioning



Global Launch Plan | C-Leg 4 | © Ottobock 35

4 Portfolio Context

4.2 Internal Portfolio Positioning



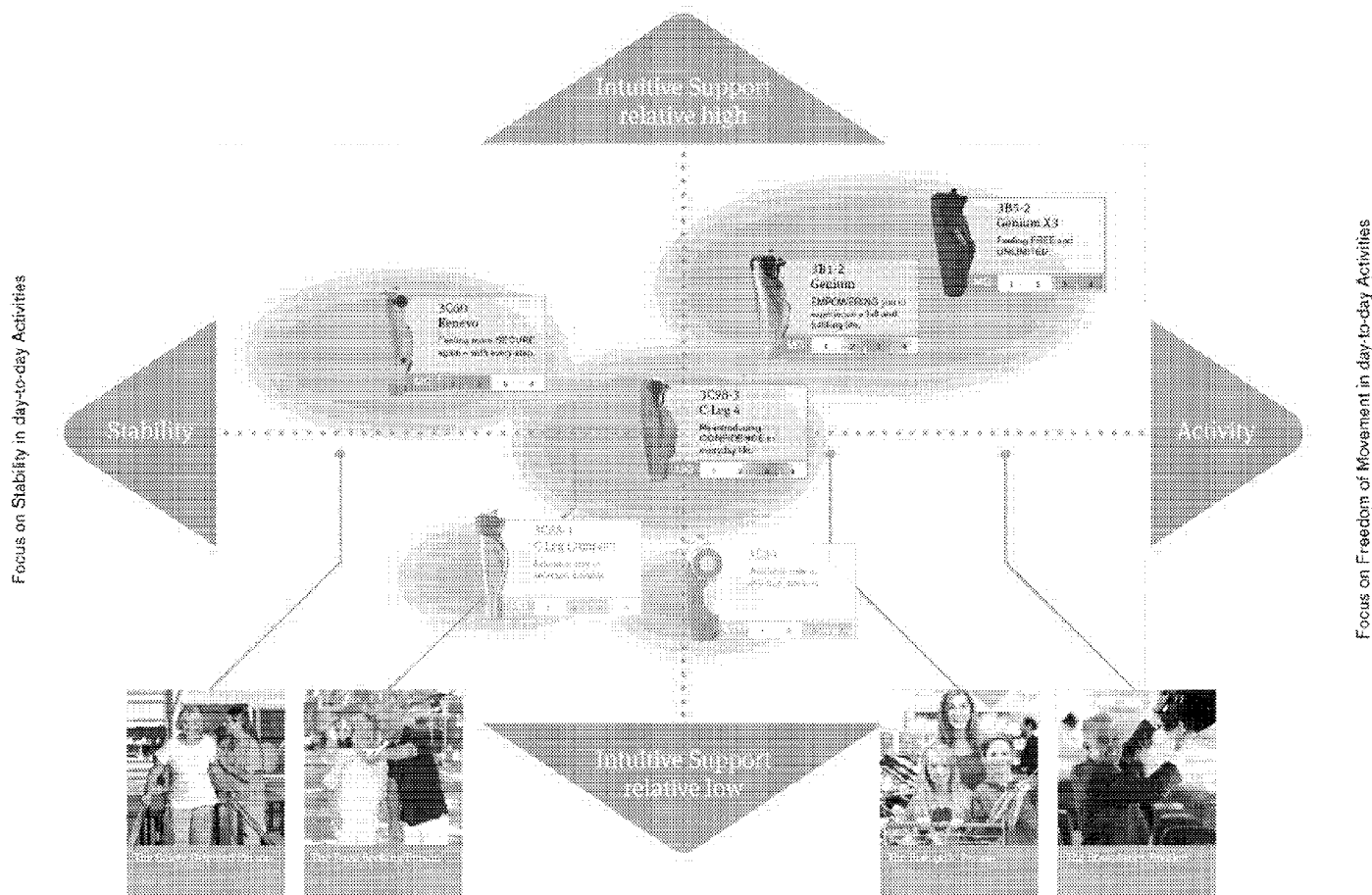
	Kenevo	C-Leg 4	Genium	Genium X3
Essence	<p>Feeling SECURE again – with every step. Kenevo uses responsive technology to best serve the stability needs of people in MG1 and MG2.</p>	<p>Re-introducing CONFIDENCE to everyday life – with the most tried, globally established and reliable knee joint. C-Leg 4 – the new era of C-Leg.</p>	<p>EMPOWERING you to go back to a life full of agility/vitality. Moving intuitively and naturally, on your own schedule.</p>	<p>Feeling FREE and UNLIMITED Genium X3 is the knee for those who ignore the boundaries.</p>
MG	1 2	1 2 3 4	1 2 3 4	3 4
	<p>Kenevo Reclaim your sense of security</p>	<p>C-Leg 4 Reclaim your determination</p>	<p>Genium Reclaim your strength</p>	<p>Genium X3 Reclaim all you want to be</p>

Global Launch Plan | C-Leg 4 | © Ottobock 37

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4 Portfolio Context

4.2 Internal Portfolio Positioning



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4 Portfolio Context

4.2 Internal Portfolio Positioning

Diagram description

- **Horizontal axis:** user perspective - symbolizes dominant user need supported by product
- **Vertical axis:** product perspective – symbolizes the intuitive support that the product provides. The higher the intuitive support, the lesser is the cognitive effort the user needs to walk with the prosthetic knee or the closer the prosthetic knee comes to normal human function
- **Bubble size:** symbolizes the range of functions each prosthetic knee can provide for patient benefits

Positioning explanation

- **Kenevo:** dedicated and targeted development for lower mobility grades (MG1-2) providing a maximum of stability while offering a high intuitive support at the same time (e.g. sitting down, standing up, standing, walking with aids and backwards...)
- **C-Leg 4:** significant and sustainable life cycle extension of the C-Leg. With its new functions and benefits it is the best C-Leg of all times. C-Leg 4 offers clinically proven stability (e.g. enhanced stumble recovery, dual stance functions, safe walking backwards) as well as improved and new dynamics (e.g. more effortless walking).
- **Genium:** offers mobility closest to the natural gait (through the superior OPG function) and maximum support for ADL's (e.g. Stairs and obstacle function, Walk to run, Inductive charging). This makes Genium the ideal knee joint for a very broad range of more active users. With its enhanced Optimised Physiological Gait the new Genium provides patient benefits even more intuitively.
- **Genium X3:** benefits from all further developments of the Genium. With its running mode, its waterproof and corrosion resistant Genium X3 provides the highest intuitive support of all prosthetic knees on the market. Two extra robust protectors withstand even highest demands. Working in wet conditions, showering, swimming in the sea – there are hardly any limits for active users anymore.
- **Competitors to C-Leg/C-Leg 4:**
 - **Rheo 3:** direct competition to C-Leg, addressing users who have a balanced need of stability and dynamics. As a default swing knee Rheo 3 was preferred by a few users because it offered slightly more activity. However, it offers much less safety than the C-Leg3. More cognitive effort is needed when using a Rheo 3 in comparison to a C-Leg.
 - **Plié 3:** similar target group as C-Leg and Rheo 3 but offering clearly less intuitive support. Compared to the current but especially the new C-Leg4, Plié 3 is lacking clearly in providing safety and especially dynamics. It is more or less is a mechanical knee with a microprocessor switch between stance and swing, the range of functions is much limited. It received some attention mainly due to it formerly supposed waterproofness, which has been reduced to "occasional submersion allowed".
 - *We are confident that 10 out of 10 users will chose the C-Leg4 when tested against Rheo or Plie!*
 - *And: we are confident that 8 out of 10 users will chose the Genium when tested against the C-Leg 4!*

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Agenda

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|--|--|
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|--|--|

5 Competitor Analysis

5.1 Functional Differentiation to OB & External Products



	Obi	Obi 2	Obi 3	Obi 4	Obi 5	Obi 6	Obi 7
Mobility Grade (K-Level)	(2), 3, (4)	3-4	3-4	3-4	3-4	2-4	3-4
Max. User Weight	≤ 125kg (275lbs)	≤ 125kg (275lbs) moderate activity, ≤ 100kg (220lbs) high activity	≤ 136kg (300lbs)	≤ 136kg (300lbs)	≤ 136kg (300lbs)	≤ 136kg (300lbs)	≤ 150kg (330lbs)
Weight of the Knee	1.395g / 3.07lbs	1.235g / 2.7lbs	1.610g / 3.58lbs	1.143g / 2.5lbs	1.235g / 2.7lbs	1.315g / 2.9lbs	1.406g / 3.1lbs
Build Height	≥ 250mm	≥ 235mm	≥ 236mm	≥ 355mm	≥ 283mm	≥ 283mm	≥ 283mm
Distal Connection	Pyramid	Pyramid	Pyramid	Tube Adapter with Pyramid Receiver	Tube Adapter with Pyramid Receiver	Tube Adapter with Pyramid Receiver	Tube Adapter with Pyramid Receiver
Min. Distal System Height	?	?	?	?	≥ 289mm	≥ 298mm	≥ 298mm
Inertial Motion Unit control feature	☑	☑	☑	☑	☑	☑	☑
Default Stance for Increased Safety	✓	✓	☑	✓	✓	✓	✓
Real Time Swing and Stance Control	☑	☑	✓	✓	✓	✓	✓
Adaptive swing behavior for all terrain (level ground vs stairs/ramps)	☑	☑	☑	☑	✓	✓	✓
Stance Control on stairs/ramps and different terrains	✓	✓	✓	✓	✓	✓	✓
Taking Small Steps (with swing phase initiation)	☑	☑	✓	☑	✓	✓	✓
Reliable stance/swing release on challenging surfaces	☑	☑	☑	✓	✓	✓	✓
Stumble Recovery feature	-	-	-	✓	✓	✓	✓
Knee stability when walking backwards	☑	☑	☑	☑	✓	✓	✓
Dual standing functions	☑	☑	☑	☑	✓	✗ flexed	✓ flexed
Sitting Function	☑	☑	✓	☑	✓	✓	✓
IP tested / labeled	☑	✓	☑	☑	✓	✓ flexed	✓
Adjustable Modes for special activities	Fixed Mode Bike and Flexed Standing	☑	Only Manual Lock + Step in car function, where the knee is kept in extension	✓	✓	✓	✓
Activity Report available	☑	✓	✓	☑	✓	✓ flexed	✓ flexed
User App available	☑	☑	☑	☑	✓	✓ flexed	✓ flexed

5 Competitor Analysis

5.1 Functional Differentiation to OB & External Products



	Orinif	Pho	Qmb	Goob	Osaris	Rebels/72 hours	Rebels/1800
OPG for a more natural gait: - ProFlex - Adaptive Yielding Control - DBC - Adaptive Swing Phase Control	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	<input checked="" type="checkbox"/>
Stairs Function: Walking up stairs step-over-step	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inductive Charging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Mute Mode	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CAA (Computer Assisted Alignment)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Walk to Run	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Running Mode	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Corrosion Resistant	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Extra Robust: Made to withstand high stresses without problems	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Battery Capacity	Approx. 24 hours	Approx. 24 hours Battery switch possible	Approx. 48-72 hours	Approx. 2 days	At least 16 hours approx. 2 days	Approx. 5 days	At least 6 days
Charging Time	2 hours	?	3 hours	6-8 hours	6-8 hours	6-8 hours	6-8 hours
Shutting down function	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Number of Clinical Publications	1	1	9	62	62	10	10
Years on Market	4?	6	8	18	18	4	4

Criteria in bold letter: to be used for international battle cards



Agenda

- | | |
|--|--|
| <p>1 Executive Summary</p> <ul style="list-style-type: none"> 1.1 Key Message 1.2 30 Second Elevator 1.3 Time Plan <p>2 Sales and Marketing Goals</p> <ul style="list-style-type: none"> 2.1 Qualitative Goals 2.2 Quantitative Goals <p>3 Product Analysis</p> <ul style="list-style-type: none"> 3.1 Product Introduction 3.2 Indication/ Field of Application 3.3 Product Features 3.4 Product Benefits – User 3.5 Product Benefits – CPO 3.6 Product Variations 3.7 Accessories 3.8 Cockpit App 3.9 Data Station Activity Report 3.9.1 Winning Combination / System Benefits <p>4 Portfolio Context</p> <ul style="list-style-type: none"> 4.1 Segmentation 4.2 Internal Portfolio Positioning <p>5 Competitor Analysis</p> <ul style="list-style-type: none"> 5.1 Functional Differentiation to OB & External Products | <p>6 Pricing</p> <ul style="list-style-type: none"> 6.1 Recommended Market Price 6.2 IC Pricing – Product 6.3 IC Pricing – Spare Parts <p>7 Marketing Communication</p> <ul style="list-style-type: none"> 7.1 Launch Campaign 7.2 Marketing Materials 7.3 Sales Pitch 7.4 Battle Card <p>8 Training</p> <ul style="list-style-type: none"> 8.1 Requirements 8.2 Content of Training Presentation 8.3 Ottobock Academy Portal <p>9 Logistics</p> <ul style="list-style-type: none"> 9.1 Content of the Box 9.2 Order Processing <p>10 Service</p> <ul style="list-style-type: none"> 10.1 Warranty / Guarantee 10.2 Loaners 10.3 Repair <p>11 FAQs around C-Leg 4</p> |
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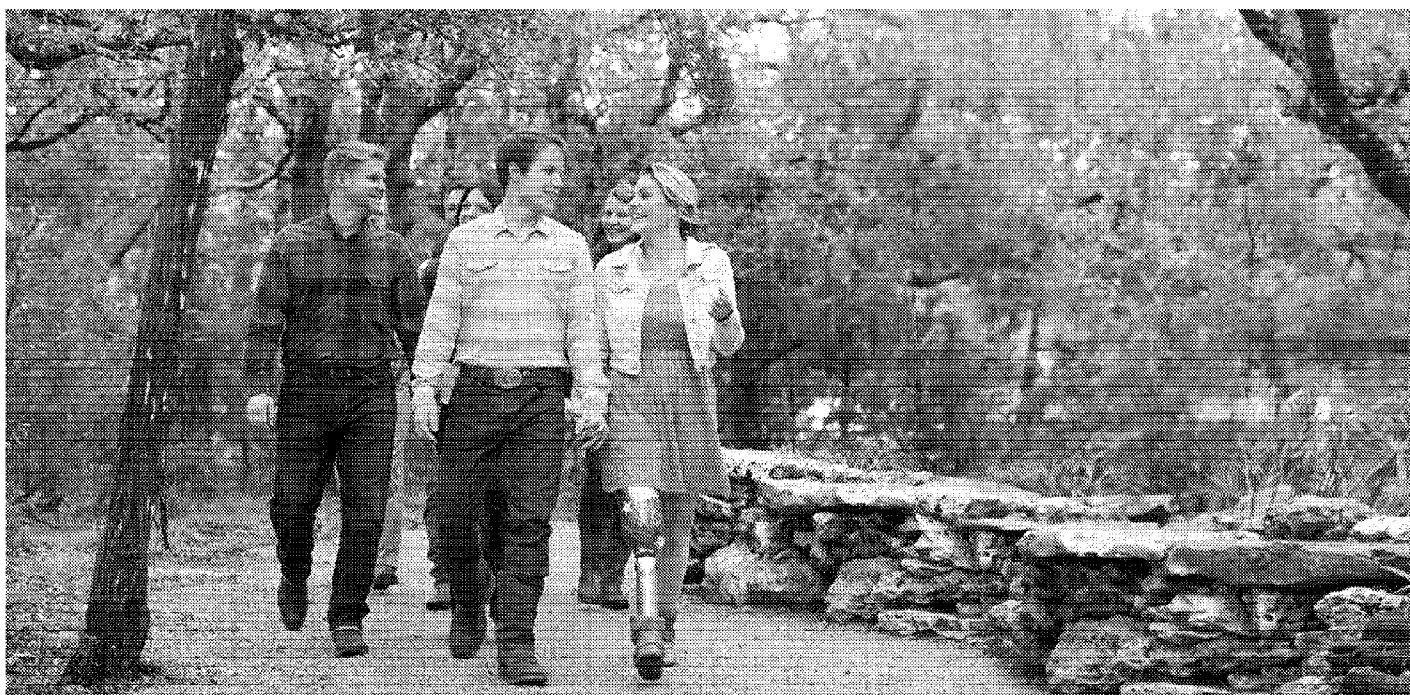
Agenda

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7 Marketing Communication

7.1 Campaign

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7 Marketing Communication

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7.1 Campaign

One Mechatronics Campaign over six products

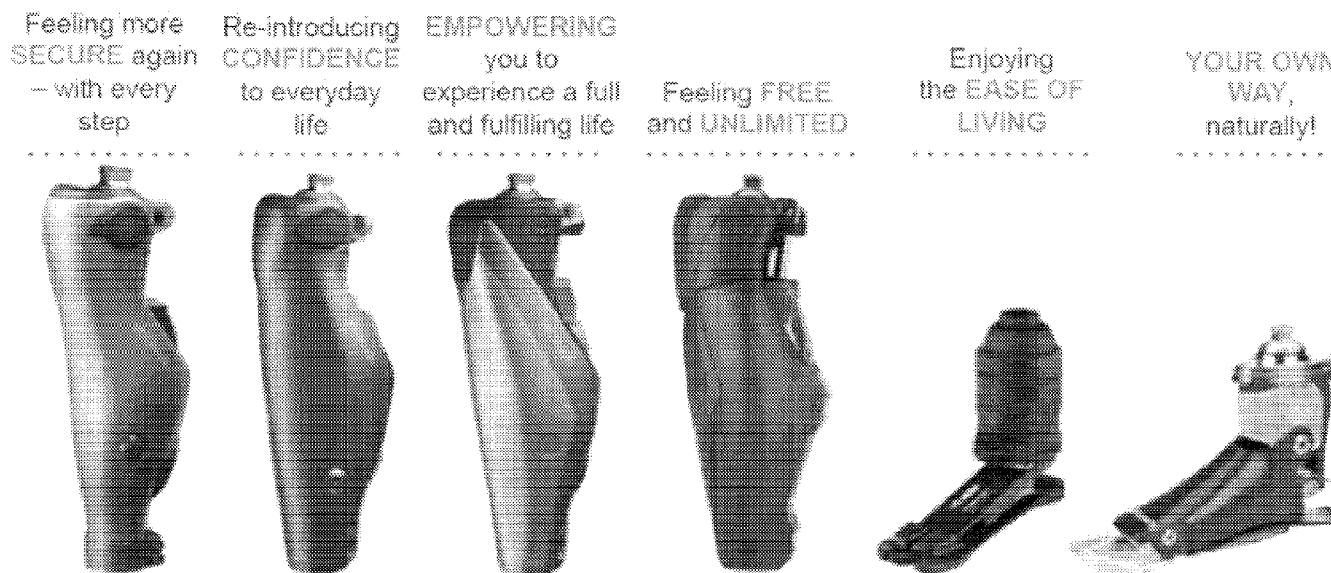
- Portfolio Marketing Activities Communication Overview on Sharepoint:
Mechatronic Products → [General Information](#)
 1. Six Products – One Concept
 2. Organizing Idea
 3. Product Claims
 4. Visuals & Adaptions
 5. Communication Concept & Tools
 6. Kenevo Patient Care Center – Marketing Toolbox
 7. Online Campaign B2C & B2B

7 Marketing Communication

7.1 Campaign

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- Product Positioning – Essences

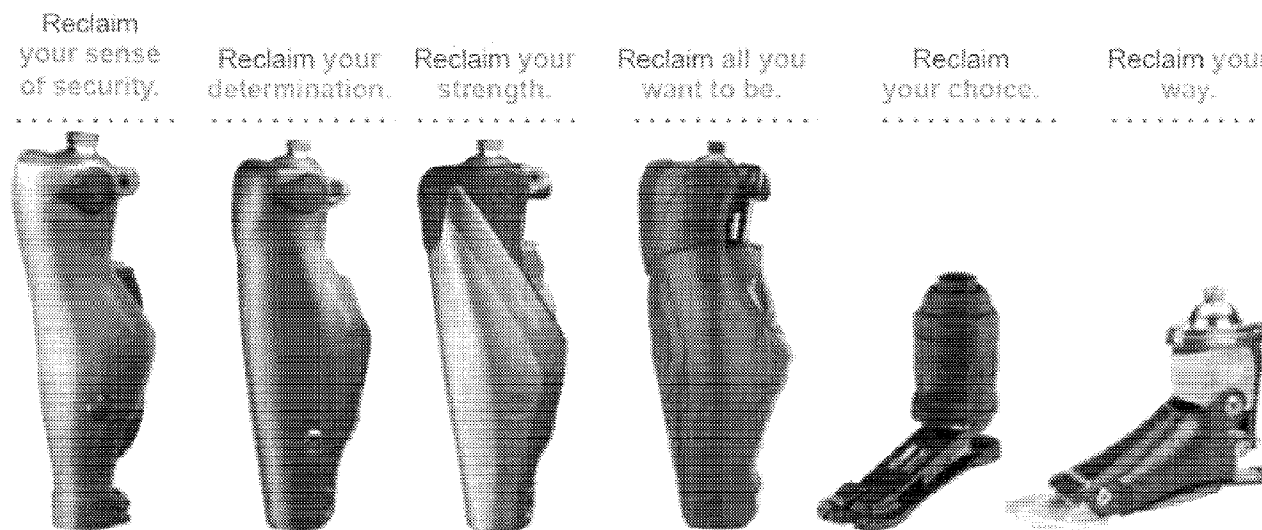


7 Marketing Communication

7.1 Campaign

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- Organizing Idea → Reclaim your life
- Product Claims → Reclaim...



7 Marketing Communication

7.1 Campaign

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- Global campaign – local adaption

Example: Product Ad C-Leg 4



Three possible alternatives for local adaption of global campaign:

1. Product claim only
2. Headline adaption of product positioning essences (see slide 6) in local language plus
 - a. Campaign claim "Reclaim your life" in subline or
 - b. Campaign claim "Reclaim your life" bolded at the end of the copy.

Global Launch Plan | C-Leg 4 | © Ottobock 52

7 Marketing Communication

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7.1 Campaign

Communication Overview

- **General Material:**
 - Lifestyle Photos (MAM)
 - Lifestyle Video (MAM)
 - Product Photos (MAM)
 - 360° Videos (MAM)
- **Material needing translation:**
 - Order Form (EN, GER)
 - Press Release (EN, GER)
 - Product Ad (EN, GER)
 - Microsite B2B: reclaimyour.life
 - Mastercontent B2C Website
 - CPO Brochure
 - Product Brief

All the media can be found in the MAM system.
If you have questions or problems accessing please give PM a call!

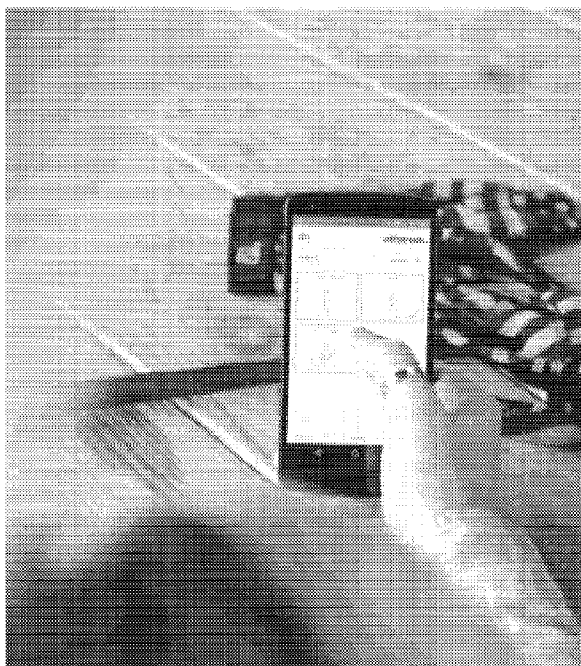
7 Marketing Communication

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7.1 Campaign

Communication Overview

- Process for Master documents & Translations



- In order to speed up the process, HQ will provide master documents for the following languages:

EN / DE / NL / ES / FR /
NO / FI / SV / DK / IT

- This applies for the following material:

- CPO brochure
- Product Brief
- All digital assets

- HQ will cover 30% of the translation costs for the above mentioned material.

- Delivery dates for CPO brochures:

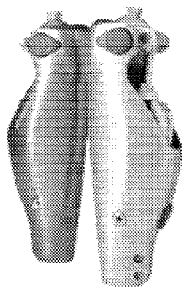
- Genium: May 22
- C-Leg: May 26
- Kenevo: May 29

7 Marketing Communication

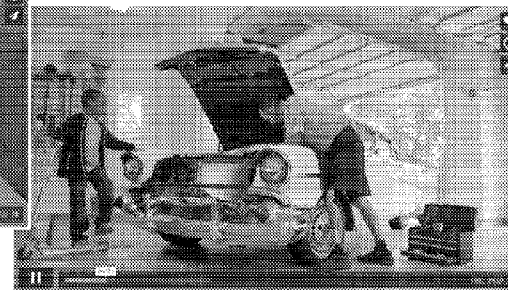
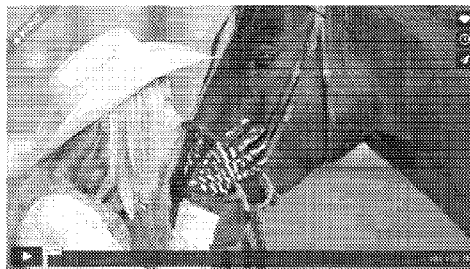
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7.2 Marketing/Photo and Video Material

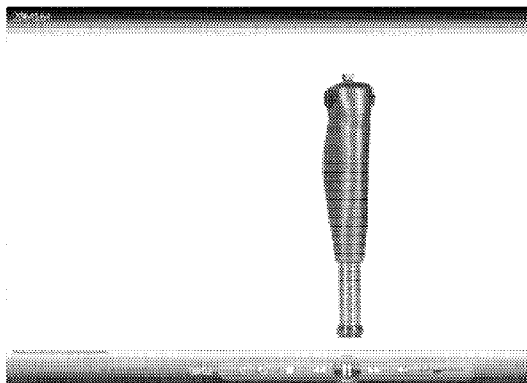
Product Pictures



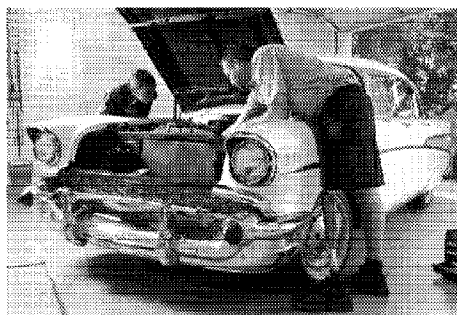
User Videos Bailey and Geno
1x Preview (15') and 1x long



360° Product Videos



Lifestyle Pictures



7 Marketing Communication

7.2 Marketing/Print Material

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C-Leg 4

1. Merkmale

2. Anwendungsgebiete

3. Vorteile

4. Technische Details

5. Kontakt

6. Bilder

7. Tabelle

8. QR-Code

9. Fußnoten

10. Impressum

Product Brief
11706
GER / EN / NL / ES / FR / FI / SV / DK / IT

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C-Leg 4
Für Unabhängige

Reclaim your determination.
C-Leg

B2B Advertisement
GER / EN

CPO Brochure
646D878
GER / EN / NL / ES / FR / FI / SV / DK / IT

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C-Leg 4
Für Unabhängige

Das Beinprothesensystem, dem weltweit die meisten Anwender vertrauen

Press Release
GER / EN

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C-Leg 4
Für Unabhängige

Das Beinprothesensystem, dem weltweit die meisten Anwender vertrauen

Press Release
GER / EN

Press Release
GER / EN

7 Marketing Communication

7.2 Marketing/Digital

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B2C Website
Mastercontent
 GER / EN (Translation follows standard process)

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Home Produkte Orthetik Mobilitätshilfen Neurorehabilitation Patient Care

Reclaim your Life – erobern Sie Ihren Alltag zurück


Zipfel Sie werden die ersten Schritte nach einer Kniegelenk-Verletzung, einer Knie-Operation oder einer Knie-Verletzung machen, um Ihre Mobilität zu verbessern. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt.

Reclaim your life – durch neue innovative Versorgungslösungen


Es gibt viele innovative Versorgungslösungen, die Ihnen helfen, Ihren Alltag zurück zu erobern. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt.



Das neue Genium
 ist ein innovatives Kniegelenk, das Ihnen hilft, Ihren Alltag zurück zu erobern. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt.




Das neue Genium X3
 ist ein innovatives Kniegelenk, das Ihnen hilft, Ihren Alltag zurück zu erobern. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt.




Das neue Kneevo
 ist ein innovatives Kniegelenk, das Ihnen hilft, Ihren Alltag zurück zu erobern. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt.

C-Leg 4 will be integrated for launch in WEUR




Genium

Das neue Genium ist ein innovatives Kniegelenk, das Ihnen hilft, Ihren Alltag zurück zu erobern. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt.



Genium X3

Das neue Genium X3 ist ein innovatives Kniegelenk, das Ihnen hilft, Ihren Alltag zurück zu erobern. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt.



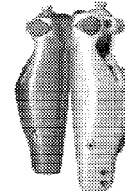
Kneevo

Das neue Kneevo ist ein innovatives Kniegelenk, das Ihnen hilft, Ihren Alltag zurück zu erobern. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt. Sie werden sich für einen neuen Lebensstil interessieren, der Sie zurück in Ihren Alltag bringt.

B2B Interim Website
reclaimyour.life
 GER / EN / NL / ES / FR / FI / SV / DK / IT

C-Leg 4 will be integrated for launch in WEUR

7 Marketing Communication



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7.2 Sales Pitch

**New and improved
functionality for higher user
satisfaction**



- ✓ Easier initiation of swing phase, independent from toe-load
- ✓ Real-time swing and stance phase control
- ✓ Real-time controlled stance extension damping
- ✓ Enhanced stumble recovery
- ✓ Dual stance functions
- ✓ Safe walking backwards
- ✓ Sitting function

**Patented technology and new
features**



- ✓ Inertial Motion Unit (IMU) control
- ✓ Integrated Bluetooth®
- ✓ Lower system height
- ✓ Knee bending angle 130°
- ✓ Weatherproof with IP67 rating
- ✓ User-friendly Cockpit App
- ✓ Louder and adjustable beeper
- ✓ Protective cover with various design options

**Expands fitting opportunities
to help your business grow**



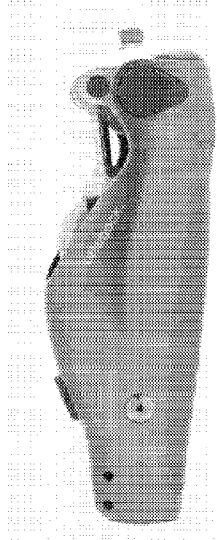
- ✓ Simplified alignment software
- ✓ More feet options
- ✓ Standard tube adapter w. or w/o torsion unit
- ✓ Activity reporting

7 Marketing Communication



7.3 Battle Card

Your patients will know the difference.
Introducing C-Leg 4.



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	C-Leg 4	Orton 2	Plié 3	Rheo 3
Years on market ¹	18	4	6	8
Clinical publications ¹	62	1	1	0
Default stance for increased safety	✓	✓	✓	
Real time swing and stance control	✓			✓
Reliable stance release on challenging surfaces	✓			
Stance control on stairs, ramps and across all terrain	✓	✓	✓	✓
Clinically proven stumble recovery ²	✓			✓
Knee stability when walking backwards	✓			
Full standing functions	✓			
Sitting function	✓			✓
Weatherproof with IP67 rating	✓		✓	
Adjustable modes for special activities	✓			
User smartphone app	✓			
Activity report	✓			

¹ Includes all product versions.
² C-Leg 4: International C-Leg Studies, published by Otto Bock HealthCare GmbH, 3rd Edition, 2014, 049823+GB-05-1403; Rheo 3: In some situations, stumble recovery requires increased compensatory movements therefore it is not as effective as C-Leg. Bellwin M, Schmalz T, Blumenthal G, "Comparative biomechanical analysis of current microprocessor-controlled prosthetic knee joints", Arch Phys Med Rehabil. 2016; 97: 844-82.
 Sources: www.ottobock.com/products/med, www.rheo3.com/products, www.ossur.com/prosthetic-solutions/products/knees-and-legs/knee-4/rheo-knee-3

7 Marketing Communication

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7.3 Battle Card

**Unmatched
functionality
with C-Leg 4**

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Your patients want peace of mind operation.
With C-Leg 4 they can:

- **easily navigate** ramps, stairs and nearly every type of challenging surface
- **walk backwards** with confidence
- **recover balance faster** with enhanced stumble recovery
- **participate in activities** that involve exposure to fresh water without worry
- **quickly change modes** and monitor battery life via a new Cockpit app
- **choose the type of stance support** they're most comfortable with
- **customize the design** with color options and Protective Cover shield inserts

C-Leg 4 can help you grow your business.
Now you can:

- **expand fitting opportunities** to those with less clearance
- **streamline fitting appointments** with simplified alignment software
- **eliminate risk when cutting pylons** with the use of a standard option
- **drive positive outcomes** by monitoring patient progress with new activity report

Contact your sales representative to
learn more about C-Leg 4

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Agenda

- | | |
|--|--|
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|--|--|

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8 Training

8.1 Requirements

C-Leg 4 Update for C-Leg Experts

C-Leg Experts which have been certified until 27th April 2015 can attend the C-Leg 4 Update via e-learning or classroom training. After successfully completing the update training, they become certified C-Leg 4 Experts.

C-Leg 4 Update for C-Leg Trainer

C-Leg Trainers which have been certified until 27th April 2015 can attend C-Leg 4 Update via e-learning or classroom training. After successfully completing the update training, they become certified C-Leg 4 Trainer.

Not certified practitioners (CPOs)

Practitioners which do not have any certification for C-Leg have to complete the basic certification course and the update course in addition for becoming certified C-Leg 4 expert.

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8 Training

8.2 Content of Training Presentation

1. Introduction
2. Gait cycle
3. Component selection
4. Alignment and adjustment
5. Cockpit App and remote control
6. User instructions
7. Service and warranty concept
8. User training

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8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

What we want to achieve ...

Vision

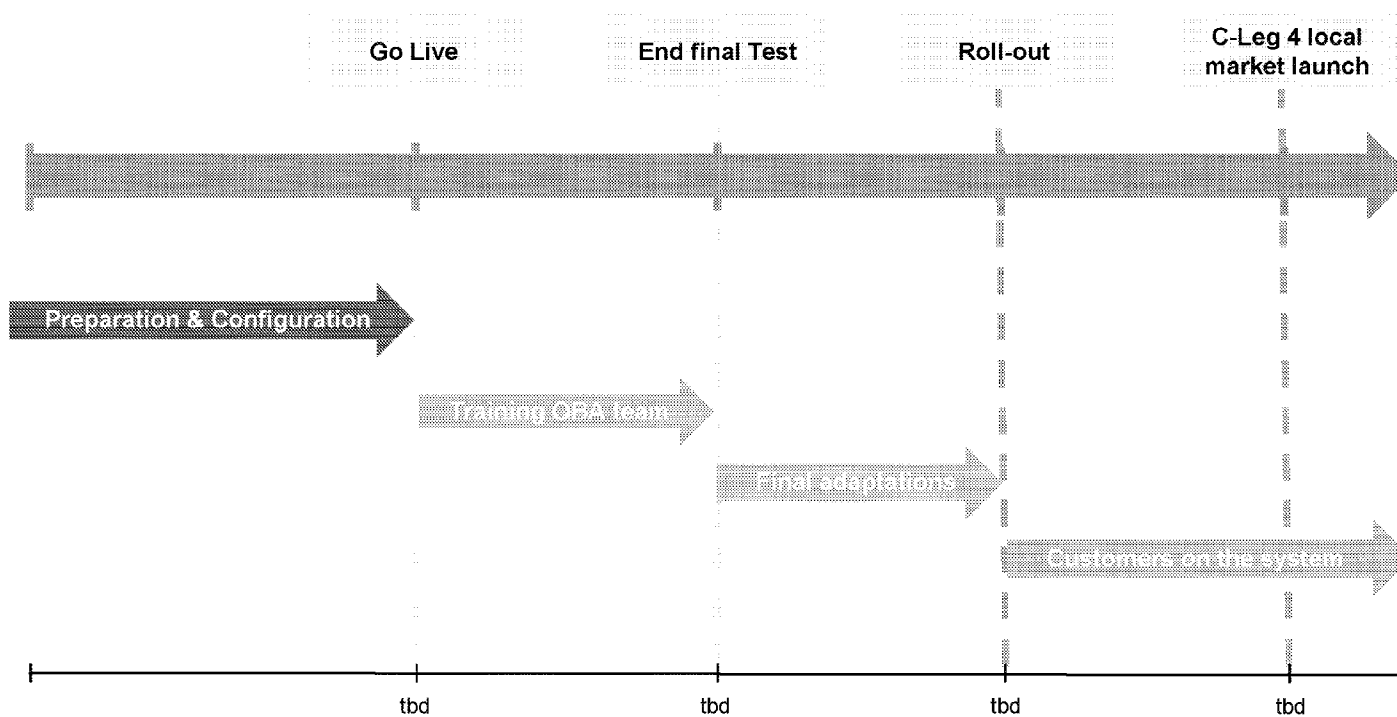
- The Academy Portal will be the platform for all learning activities at Ottobock globally.
- All learning formats can be distributed.
- The systems will be ready for employees and customers.
- The system will deliver all types of content.
- The individual will value the Academy Portal as a personal learning cockpit.



8.3 Ottobock Academy Portal C-Leg 4 market launch in the OBAs

Implementation and C-leg 4 Roll-Out

Project Phase 1



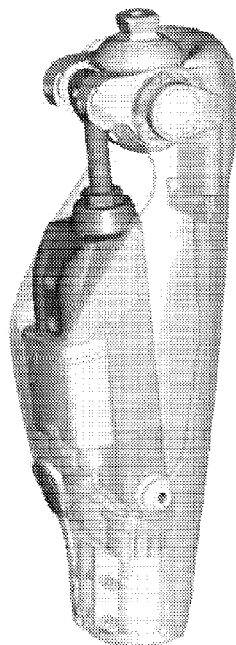
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8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

Why do we need the system now?

Benefits for the C-Leg 4 market launch



- In time reporting about certifications
- Support of classroom and online training
- One single data source for all C-Leg 4 training activities in your market
- Easy participant management
- Reduced administrative efforts
- FDA compliant

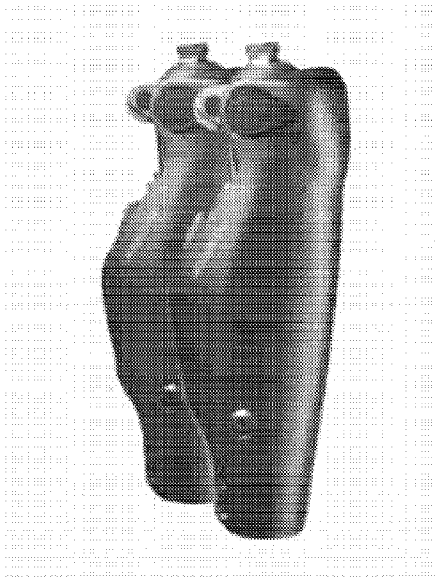
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8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

Is the system and the process user friendly?

The customer perspective



- **What will block a sale?**
The Academy Portal will not block any sales. It is tested intensively before going live.
- **How will the users get access?**
 - The system can be reached directly via internet
 - All existing C-Leg Practitioners will initially get an user account
 - Login data can be send by the system via mail
 - Local Administrators can add new users
 - Self-registration on the system is an option
- **How will they find the C-Leg 4 training?**
In the first phase there will be only the C-Leg 4 training available. A big button on the landing page will lead customers to the training site. Customers only see the C-Leg 4 online course and C-Leg 4 classroom trainings available of there region/country.

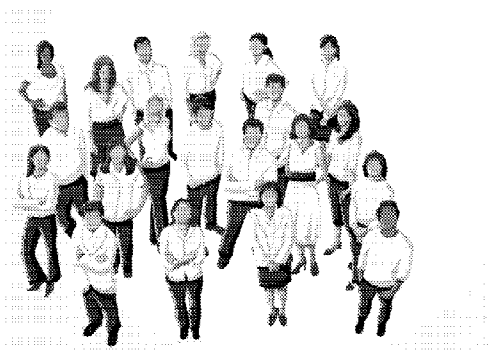
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8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

Are there extraordinary efforts for my OBA?

The employee perspective



- How is the support organized?
 - 1st level support is done by Local Admins
 - 2nd level support is done by Duderstadt
 - 3rd level support is on vendors side (24/7 ticketing, 8/5 personally)

- Who needs to be trained in the OBA?
 - Classroom Trainers to confirm if a participant has passed the training
 - Session Admins to create and maintain classroom sessions
 - Approvers to approve new customers on the system
 - Local Admin to provide 1st level support

- Is the effort enhanced for my team?
 - In the first phase they have to do the same tasks a usually just in an other system.
 - Training efforts are about 15 min for Approvers up to 2 h for the Admin

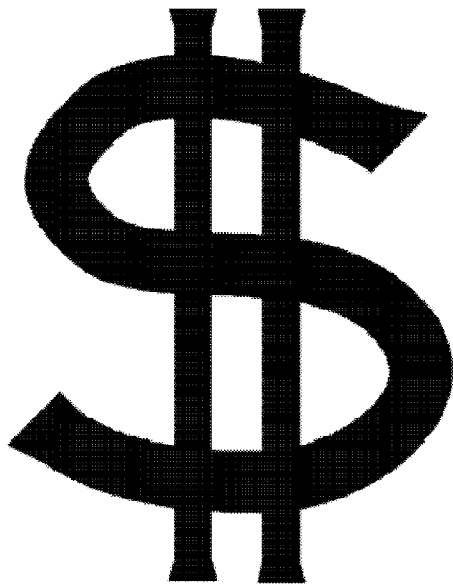
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8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

What about the costs for the Academy Portal?

The financial perspective



Do there any cost occur due to the LMS?

There are two different license models available in the system. It needs to be defined for each user to which license hierarchy he/she belongs. The Ottobock HealthCare GmbH charges from OBA on a monthly basis the following prices:

- **15 € for a Registration Subscription (REG)**
A registration subscription will be charged for every learning activity in the system. A learning activity always takes place when the user registers for a course. At the end of each quarter all used registration subscriptions will be charged.
- **25 € per annum for a Named User (NAMED)**
For a yearly amount of 25€ the user can do an unlimited amount of learning activities. So a named user license is like a learning activity flat rate in the system. At the end of each quarter all new beginning named user licenses will be charged for the coming 12 month.

Because there is only the C-Leg 4 course available in phase 1 we recommend to give all externals a REG license. Those costs can be transferred to the customers via the course fees if requested.

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8.3 Ottobock Academy Portal C-Leg 4 market launch in the OBAs

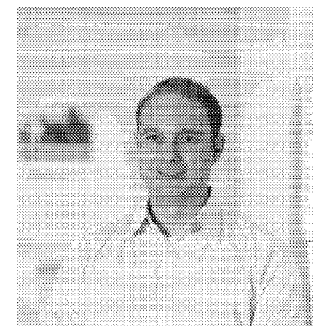
Contact us!

In case of questions about the Academy Portal please do not hesitate to contact me.

Name: Timo Lehmann

Department: Manager Media Based Learning & IT-Design
Global Learning & Development
Strategy & Human Resources

Phone: +49 5527 848-3523
E-Mail: timo.lehmann@ottobock.de





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9 Logistics

9.1 Content of the Box

When ordering 3C98-3 or 3C88-3 following parts are already included in the box. They do not have to be ordered separately.

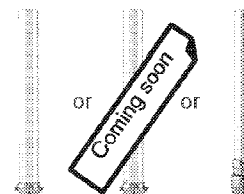
Charger and AC adapter are parts of the package! This is a change comparing to current C-Leg!



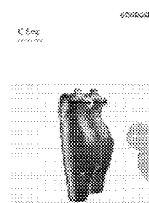
- 3C98-3 or 3C88-3 C-Leg knee joint
- 4E50-2 Charger
- 757L16-2 AC adapter
- 647G890 IFU (Qualified Personnel)
- 646D790 IFU (User)
- Case for charger & AC adapter
- Wallet for cards
- Bluetooth® PIN Card
- Prosthesis Passport

All types of tube adapters will be sent separately to the local logistic centers where they will be on stock. One of the tube adapters has to be selected via configurator and has to be added to the content of the box in local logistic centers.

- 2R57 or 2R57=T or 2R67 Tube Adapter



Country specific versions of the service pass will be on stock at local logistic centers. The country specific version will be automatically preselected in the configurator but has to be added to the content of the box in local logistic centers.



- Service Pass (local examples below)
 - 646D1022=M_US-01-1503 for USA only
 - 646D1022=M_CA-01-1503 for Canada only

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9 Logistics

9.1 **NOT** Content of the Box

C-Soft Plus, Knee-Extender and Remote Control will be on stock in local logistic centers in own packaging **not included in the box of C-Leg 4.**

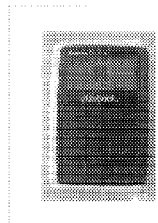
They have to be selected via configurator if the customer orders them.

They will be sent out to the customer separately as accessories.

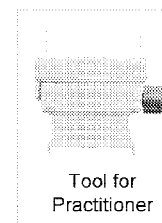
4X440=V1.0 C-Soft Plus



3X350 Remote Control



4H105 Knee-Extender



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9 Logistics

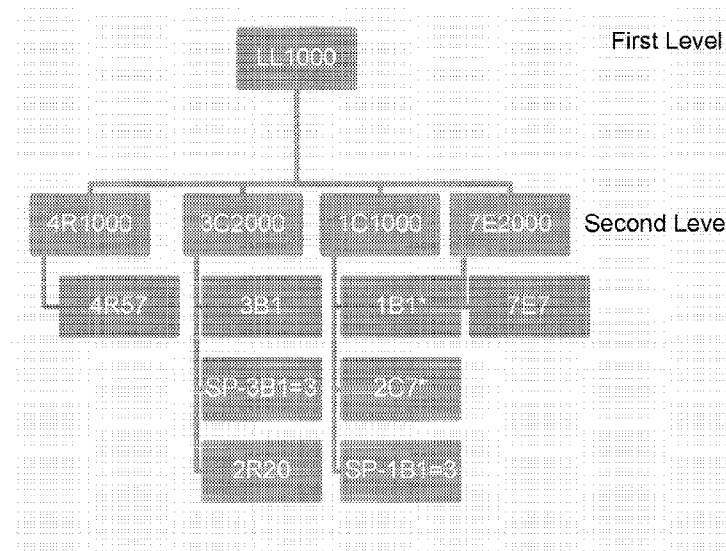
9.2 Order Processing

Optimization Sales Operation Process

- The new MPK products will be sold via multi-level configuration

Goal / benefits:

- Sales (turnover) reporting consistent
- Requirements for re-traceability will be fulfilled
- Basis for individual fitting management will be available (e.g. harmonization of warranty packages, reduce customer efforts)
- Reasonable documentation for controlling, every market can get their own requirements (0,01 Cent on invoice can be eliminated)
- individual invoices
- documentation of batch numbers (regulatory requirements)
- Big Data (Basis for customer App`s etc.)



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9 Logistics

9.2 Order Processing

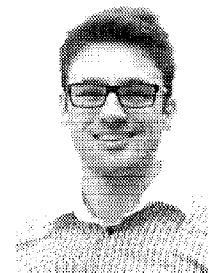
Contact us!

In case of questions about the new SAP Sales Process, Multi-level Configuration + SAP Tool please do not hesitate to contact me.

Name: Niklas Gödecke

Department: Coordinator Operational Launch Management
Ottobock After-Sales Service
Global Support Group

Phone: +49 5527 848-3233
E-Mail: niklas.goedecke@ottobock.de





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|--|---|
- 11 FAQs around C-Leg 4**

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10 Service

10.1 Warranty / Guarantee

Disadvantages of the 3C98-2 “old” Service Concept

- 2 years of B2B warranty vs. 3/5 years of B2C guarantee
- Necessary accruals at the OBAs
 - warranty extension
 - service and repair risk after 2 years
 - loaner management
 - Impossible to define the accrual amounts
- Long process of quotation and approval for repairs out of warranty
- High capital demand for service/test loaner units
- Mandatory service inspections beyond the warranty period
- Increased B2B and B2C communication demand

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10 Service

10.1 Warranty / Guarantee

C-Leg 4 = Genium

- Switching to **full manufacturer warranty**
- **3- and 6-years** warranty packages
 - Ordered via configurator (= Genium)
- Repairs and service inspections are included
- No additional costs for the customer (exception: negligence or misuse)
- Clearly defined accruals for the OBAs (only loaner rental costs)
 - ✓ Maximum transparency
 - ✓ Reduced complexity
 - ✓ Simplified communication

Global Launch Plan | C-Leg 4 78

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10 Service

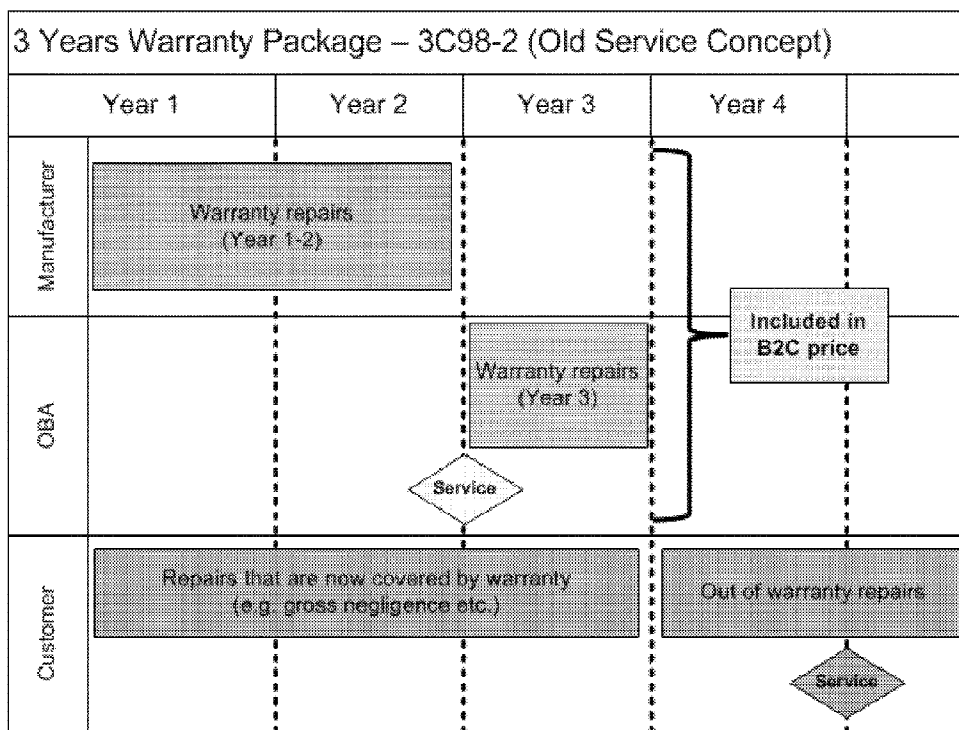
10.1 Warranty / Guarantee

- Warranty includes the following components
 - C-Leg 4, tube adapter, charger, A/C adapter
 - A Remote Control is available as optional accessory but not included in the warranty
- An upgrade from a 3-years package to a 6-years package is possible
 - Separate article numbers in configurator for warranty extension → SP-3C98-3=3+3
 - 3-years warranty package = SP-3C98-3=3
 - 6-years warranty package = SP-3C98-3=6
- Exceptions to manufacturer warranty
 - Gross negligence and intention (for all details please see the Instructions for Use)
 - Missing service inspection within the warranty period

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10.1 Warranty / Guarantee

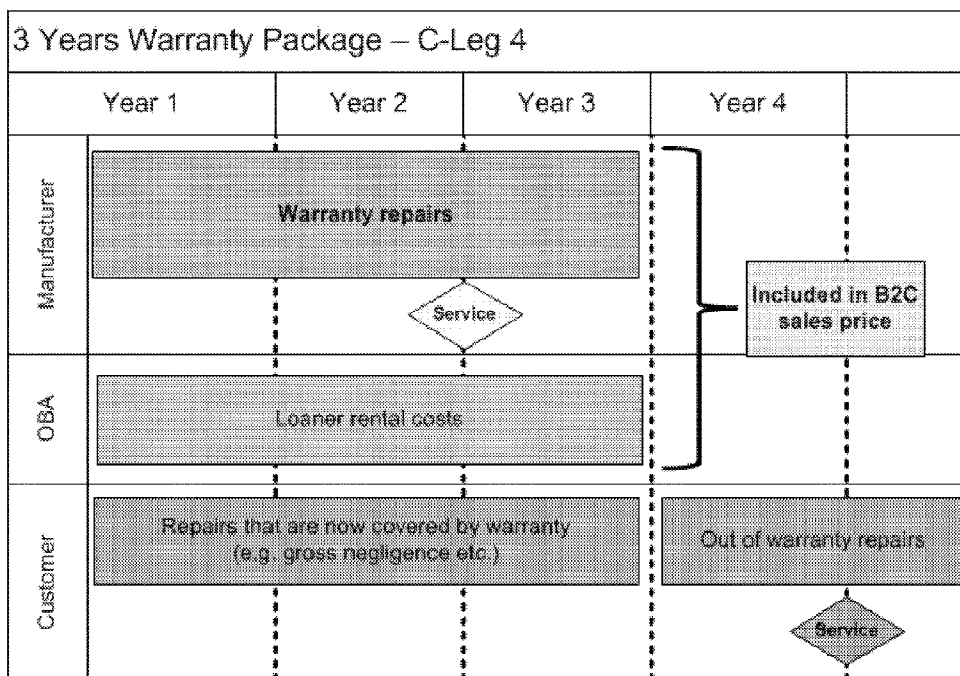
3 Years Package - 3C98-2 (“old” Service Concept)



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10.1 Warranty / Guarantee

3 Years Package – C-Leg 4



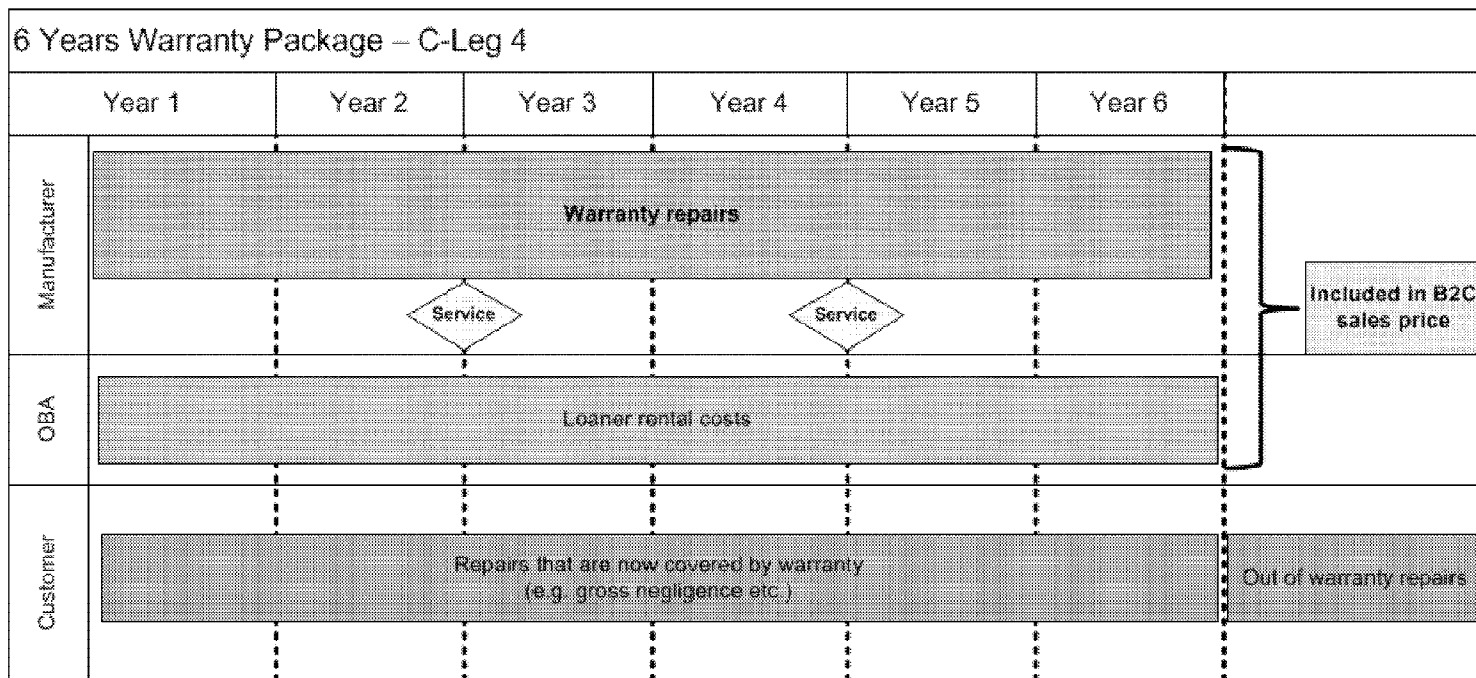
→ Remark

North America offers condition-based maintenance instead of fixed service intervals

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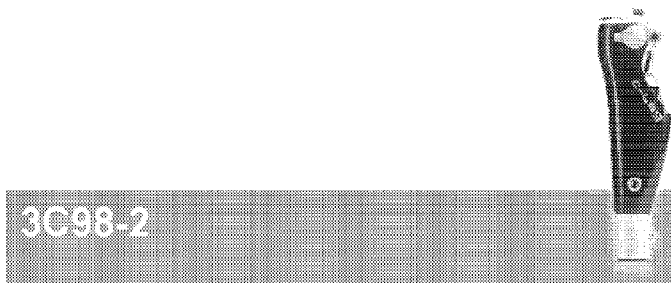
10.1 Warranty / Guarantee

6 Years Package – C-Leg 4



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10.1 Warranty / Guarantee Summary



3C98-2

2 years of B2B warranty vs. 3/5 years of B2C warranty

Accruals are built at the OBAs

Impossible to define the accrual amounts

Long & complicated repair quotation process

High capital demand for service/test units



C-Leg 4 (3C98-3)

3/6 years of B2B warranty = 3/6 years of B2C warranty

OBA only defined rental costs for loaner units

Repair quotations minimized => only necessary in case of customer negligence or misuse

No service/test units at OBA necessary (OBA decide whether local loaner pool is needed or not)

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10.2 Loaners

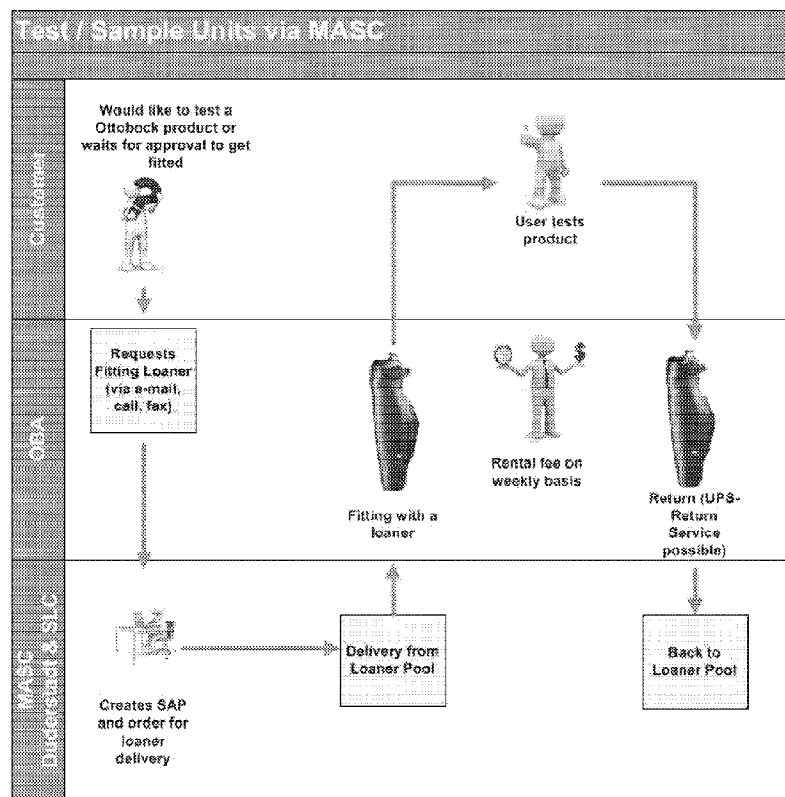
General

- Centralized loaner support via MASCS
 - Loaners including tube adapter(for trial), charger and A/C adapter are available at the MASCS for:
 - Trials and test fittings
 - Repair cases
 - Service Inspections
- Rental fee for test units are charged on a weekly basis
- No service/test units at OBA necessary
 - OBA decide whether local loaner pool is needed or not



10.2 Loaners Test / Sample Units

1. Customer requests Test /Sample units
2. Loaner is sent from MASC to customer / OBA
3. Customer tests product
 - one user only
 - weekly invoices possible
4. Customer sends loaner back to MASC



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10.3 Repairs

- MASC offers loaner units for service inspections and repair events
- The MASC sends the loaner directly to the customer
 - CPO and user are responsible for sending in the components on time
- Following Components are sent in:

3C98-3* / 3C88-3*	C-Leg knee joint
4E50-2	Charger
757L16-2	AC Adapter
	Service Pass
- OBA carries the rental costs for the loaner unit (only while the unit is in transfer)

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10 Service Contact us!

In case of questions about the new Service and Warranty Concept please do not hesitate to contact me.

Name: Marc Cramer

Department: Service Engineer & Project Manager
Global Manufacturing &
After-Sales Service

Phone: +43 1 5233786 477
E-Mail: marc.cramer@ottobock.com



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Agenda

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11 FAQs around C-Leg 4

Software

Does C-Soft Plus work with older knees? Will C-Soft 2.6 continue to be available?
C-Soft Plus can only be used with the C-Leg 4. C-Soft 2.6 will still be available to support previous iterations of C-Leg.

Does C-Soft Plus run in Data Station 6?

Yes, C-Soft Plus runs in DS 6 and also comes with DS 6 (updates an existing DS 5 to 6 upon installation).

Can C-Soft 2.6 and C-Soft Plus both be installed in DS6 at the same time?

Yes.

Does C-Soft Plus require a new password?

Yes. Upon completion of the training, the customer will receive an unlock PIN for C-Soft Plus.

Will C-Soft Plus need to be licensed?

No, registration is voluntary.

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11 FAQs around C-Leg 4

Software

Is it possible to update C-Soft 2.6 to C-Soft Plus via download?

No. C-Soft Plus is a separate application.

How can I get the new software after completing the training course?

A CD will be shipped with every knee during the first phase of launch.

What do you mean by licensed?

Activity Report

Does C-Leg 4 automatically begin collecting data after the first connection with C-Soft Plus?

No. The Activity report is deactivated by default. The practitioner has to activate data capture in the “Activities” tab. There is no start or stop button in the software, however there is a reset button which clears any history captured.

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
11 FAQs around C-Leg 4

Activity Report

How can I generate a report?

Once the Activity report has been activated, the current status of measured data is always displayed on screen. The current status can be printed but this does not stop the measurement. To start a new period of measurement, press “reset”. Please note that this will erase previously recorded data.

How can I save or print a report?

A report cannot be saved directly by pressing the  icon in C-Soft Plus. You can print the report or export it to a PDF file which can be saved locally on the computer.

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11 FAQs around C-Leg 4

Activity Report

How long should I record with the Activity report?

The activity report is designed for longer observation periods of a few days to a few weeks to give a more accurate summary of a person's activities compared to a short evaluation test.

Besides the obvious advantage of achieving a more representative result with a longer recording, we recommend to record at least a few hours, preferably more than 48h for two reasons:

The smallest unit of time measurement in the activity report is 1 hour, time will be rounded up in shorter recordings. To get a realistic reading on the "Average steps per 24h" count a test duration of less than 48h would mean that the information value of the results may be limited due to the relatively large influence of rest periods.

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11 FAQs around C-Leg 4

Activity Report

What is the longest time period I can record with the activity report?

This will be influenced by a user's activity level. However regardless of the user's activity level, recording periods of 31 days or less will definitely display correct results.

Long term recordings of many months could lead to counters resetting and displaying incorrect sums.

What does the variability measurement really mean?

The variability expresses in one indicator how much a user varies his cadence. This number complements the variable cadence diagram with the 6 speed tiers.

If the value would be 100% the user would have the same amount of steps in each of the 6 speed tiers, meaning a maximum of variation in his cadence. If the value would be 0% the user would have all steps in the same speed tier, meaning practically no variation of cadence.

In reality the users variability will probably be somewhere between 20% and 80%. Very low or high numbers are unlikely but mathematically possible.

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11 FAQs around C-Leg 4

Cockpit App

Which devices are compatible with the Cockpit App?

The Cockpit App is compatible with Android smartphones (operating system version 4.0.3 or higher). The functionality was tested on the following devices:

Samsung Galaxy S5, Galaxy S4, Galaxy S4 mini, Galaxy SIII, Galaxy SIII mini, Galaxy Note II, Galaxy Fame

Sony Xperia Z, Xperia Z3, Xperia J, Xperia SP

HTC One, One mini

LG Optimus L9, Optimus F5, Optimus F6, Optimus G, Optimus G2

Huawei Ascend P6, Ascend G500

Motorola Droid Razr Maxx, Moto X, Nexus 6

Other Android devices might be supported as well, however this cannot be guaranteed.

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11 FAQs around C-Leg 4

Cockpit App

Why is there no Apple App at this time?

Compatibility for Apple requires a hardware change.

Bluetooth Classic technology is used in C-Leg 4

Bluetooth Classic is only compatible with Android operating systems.

Apple compatibility requires a special chip or Bluetooth Low Energy technology.

Feasibility and possible solutions are currently being evaluated.

When will the Cockpit App be available for iOS?

As hardware changes are necessary for iOS compatibility, feasibility and possible solutions are in evaluation. The Cockpit App is a medical device, therefore a time consuming regulation approval process as well as thorough documentation is needed. Do not expect an Apple App in 2015. Further information will be provided in Q3 2015.

When the Cockpit App becomes available for iOS, can it be used with in-market C-Leg 4 knees?

It is intended to provide hardware update for in-market C-Leg 4 knees in service.

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11 FAQs around C-Leg 4

Cockpit App

How does a user get a replacement Bluetooth PIN Card if lost?

The PIN code is only needed to establish the first connection to the app or when connecting to a new smartphone. If the PIN code is lost or forgotten, the user should contact his or her practitioner to request a new PIN. The practitioner will need to contact Ottobock with the invoice and serial number of the knee. The following Ottobock colleagues are able to identify the lost PIN code: Vienna = Reinhard Walter, Duderstadt = Alf Sommer, Simon Kerll, SLC = Jason Puchalla, Marc Rynda. To help avoid delays in this process, we recommend that the practitioner documents the associated PIN number in the patient's records.

I do not have an Android smartphone or dealing with an app is too complex for me. Is there another way to access MyModes?

Yes. C-Leg 4 can also be controlled by an optional remote control or via motion patterns. The remote control can be ordered separately if the individual does not wish to use the smartphone app or have an Android device.

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11 FAQs around C-Leg 4

Warranty Package

C-Leg 4 comes with a 3-year warranty package. Are there any mandatory service intervals?

North America: Yes, service intervals are mandatory but not fixed. Service is only required when defined condition parameters have been reached (or every 36 months at latest).

ROW: Yes, service intervals are mandatory after 24 and 48 months.

The service inspections may be conducted no later than two months after the first maintenance notification by the knee joint. The maintenance notification will also appear in the Cockpit App and on the remote control if being used. Detailed information for managing service is provided in the IFU.

Battery Operation Time

Why does the battery not last as long as with my current C-Leg?

C-Leg 4 utilizes a new sophisticated sensor package which requires slightly more power to operate. Since the same battery is used the operation time is approximately 20% less. However, C-Leg 4 includes a new battery save mode that activates when sitting which helps conserve power. Individuals can expect approximately 16 hours of operation time with uninterrupted walking. It is recommended to charge the knee every night.

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11 FAQs around C-Leg 4

IP Rating

C-Leg 4 has an IP67 rating. Why is it only weatherproof?

The IP67 rating is only applicable to the system's electronic components and does not apply to mechanical parts such as bushings and hydraulics. As a result, the knee is protected against occasional exposure to fresh water but is not submersible.

Examples of use include:

- Walking during a heavy rain shower
- Washing the car
- Watering the garden
- Washing dishes with splashing water in the kitchen
- Rinsing the knee with fresh water for cleaning purposes

Examples of inappropriate use include:

- Use in a pool or ocean
- Showering with the knee

Caution: All system components need to be (at least) weatherproof, if the knee is exposed to fresh water.

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11 FAQs around C-Leg 4

Dual Stance Functions

Can the patient switch between Intuitive Stance and Manual Stance?

Only the practitioner can select the preferred stance function in the adjustment software. The user can deactivate and activate the preselected stance function via Cockpit App or remote control (optional accessory).

Accessories

Is a Shield Insert required when using the Protective Cover?

Yes, the official requirement is to use the protective cover with the shield insert (available in three different designs).

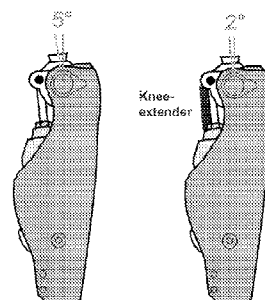
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11 FAQs around C-Leg 4

Accessories

Why does the practitioner have to use a knee extender with C-Leg 4?

The knee-extender is a tool that is needed for accurate bench alignment. Due to the new sensor concept it is very important that the pyramid position of the knee for bench alignment is equivalent with the situation when the patient is standing on the prosthesis (2°). With using the knee extender the 2° can be simulated.



The knee extender is a tool which can be used unlimited often therefore not necessary to order with every knee. Selectable via configurator.

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C-Leg 4

Reclaim your determination

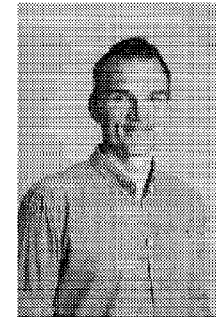
Contact us!

In case of questions about the C-Leg 4 and the according market launch please do not hesitate to contact me.

Name: Balazs Polonyi

Department: Product Manager
PM Lower Limb – Mechatronic Systems

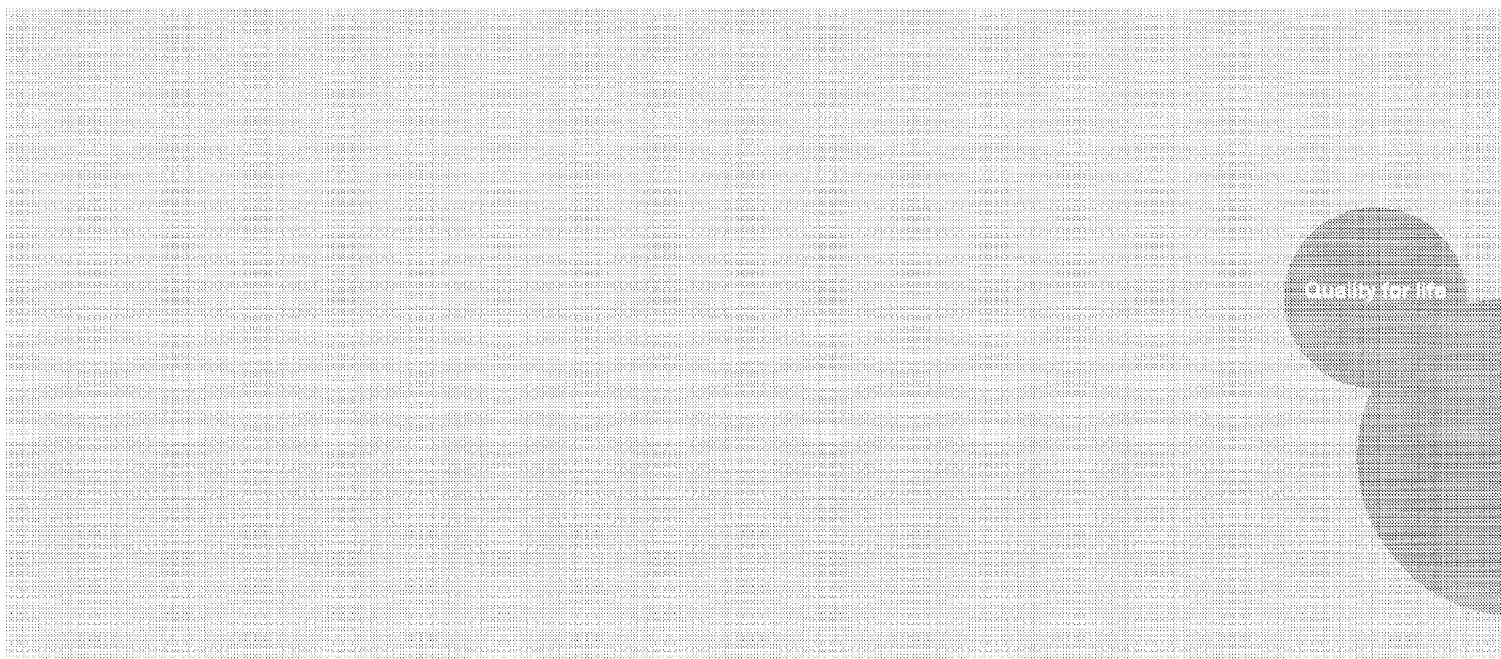
Phone: +43 1 5233786 330
Mobile: +43 664 88 757 466
E-Mail: balazs.polonyi@ottobock.com



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Thank you
for your attention!

www.ottobock.com

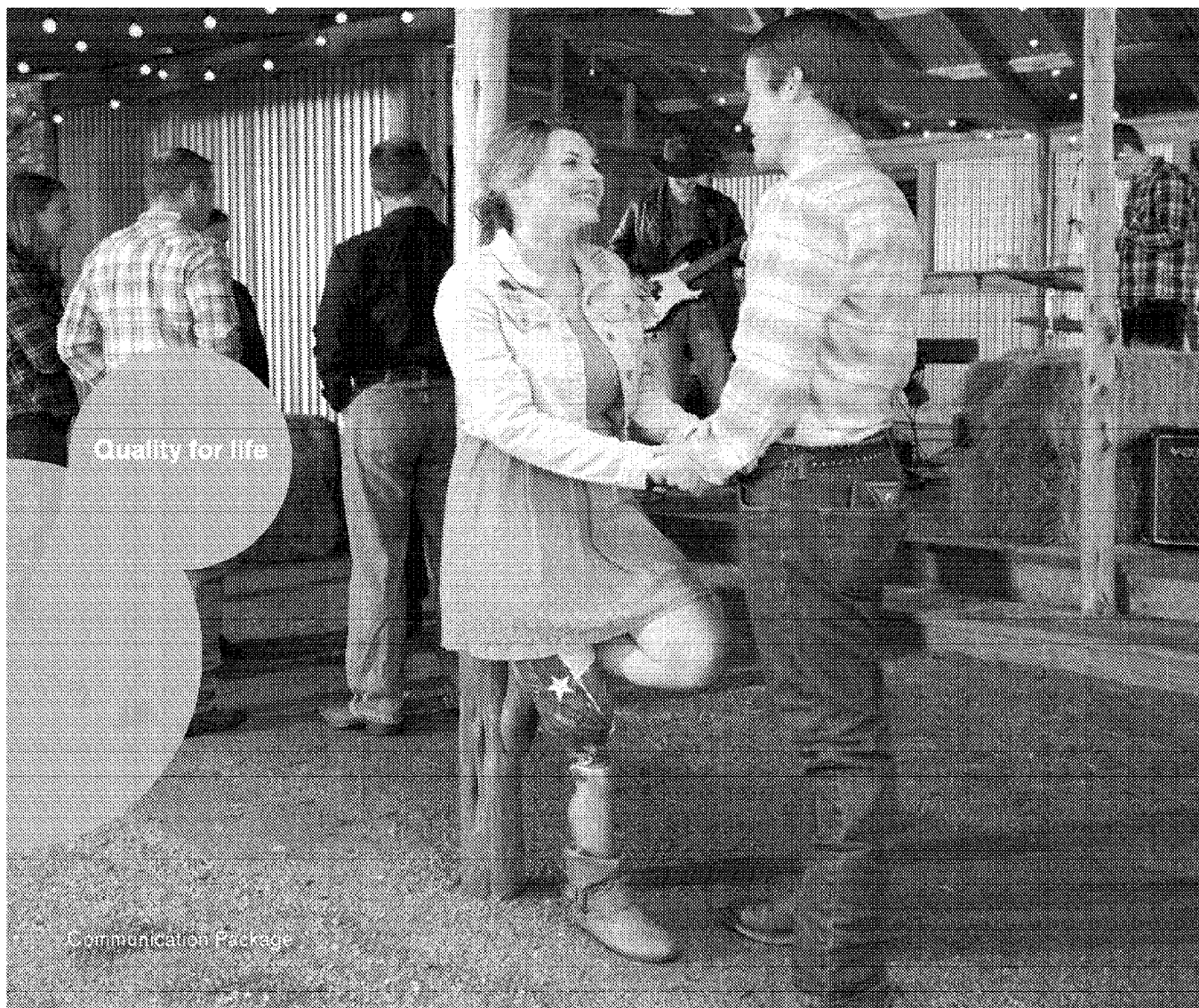


Global Launch Plan | C-Leg 4 | © Ottobock 102

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C-Leg

Reclaim your determination.





C-Leg Reclaim your determination.

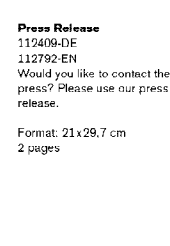
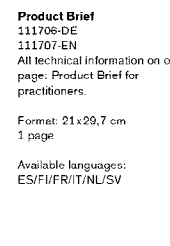
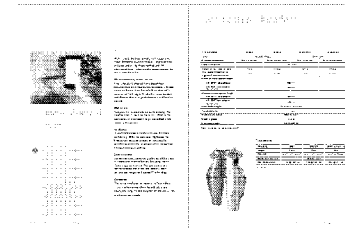
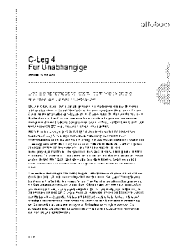
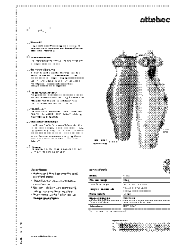
With more than 60.000 fittings since market launch in 1997, Ottobock's C-Leg is worn by more people worldwide than any other prosthetic knee. The new C-Leg 4 contains more extensive improvements than all previously launched C-Legs. It is the best C-Leg ever: safer, more dynamic, more advanced and easier.

For the communication we focused on the users, proving how the C-Leg helps them to reclaim their determination. Users demonstrate how they benefit from C-Leg's further development in their daily life. Their joy of life and enthusiasm already inspired many people. Now you can transfer this excitement into your markets, too!

Please find all communication material in the Ottobock MAM-system under the stated reference number. Also, when needed, we are happy to assist you in translating and printing the material for your market. And of course, in case of any question, please feel free to contact us:

Liesja Doppler
Mail: liesja.doppler@ottobock.de
Phone: +43 1 5233786-381

Ute Gatzemeier
Mail: ute.gatzemeier@ottobock.de
Phone: +49 5527 848-1551



CPO brochure
648D878-DE-EN
This brochure provides technical information about the C-Leg for orthopaedic technicians.

Format: 21 x 28 cm
12 pages

Available languages:
DA/ES/FI/FR/IT/IL/SV/RU

User brochure
648D1017-DE-EN
The user brochure presents the most important C-Leg information from a user's perspective.

Format: 21 x 28 cm
12 pages

EN is available end of August

B2B Advertisement
112941=DE
122446=EN
To address practitioners and experts use the B2B advertisement.

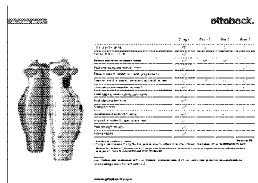
Please find further lifestyle photos in the MAM system.

B2C Advertisement (w/o. Fig.)
Our B2C advertisement addresses the user in an emotional way.

In progress – available in September

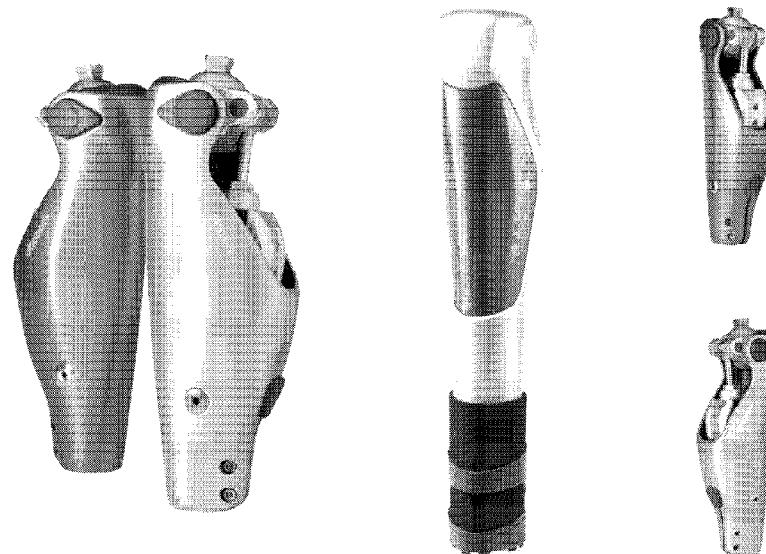
Order Form
112950-DE
112956-EN
The order form supports practitioners in ordering the correct prosthetic components for their patients.

Format: 21 x 29,7 cm
2 pages



Battle Card
114256-DE
114267-EN

All important information at a glance: What makes the C-Leg unique? Where are the differences compared to other knee joints on the market? The Battle Card provides an overview. For internal use!



360° Video

111991 Volcano Shadow
111093 Desert Pearl ST
111994 Desert Pearl
111992 Volcano Shadow ST (available in September)
Format HD, HD highend, SD
See the products from all sides - take a look at the 360°-product video



Product Pictures

Please find product pictures in MAM using the corresponding product article number (3C98-3).

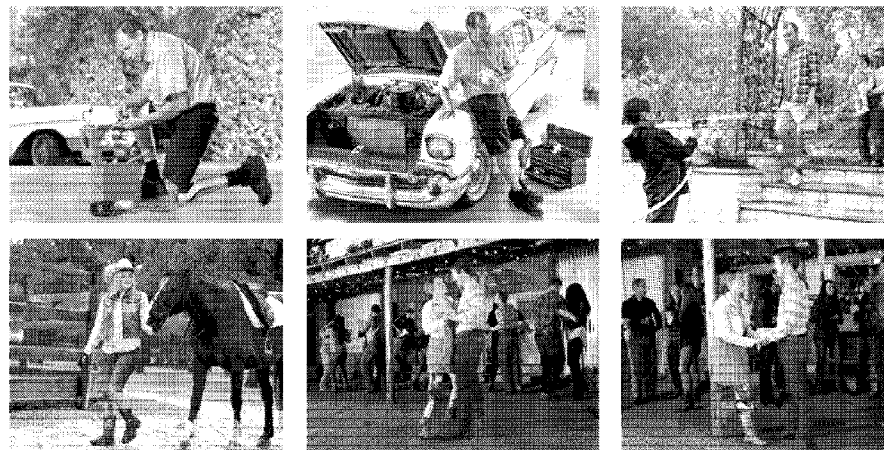


Lifestyle Videos

110446 Bailey
112419 Geno
Format HD, HD highend, SD
Emotional lifestyle videos to be used for various application purposes.
Videos with subtitles in DK/DE/ES/FI/FR/IT/NL/PT/SV are in progress and will be available in September.

Lifestyle Pictures

Please find lifestyle pictures in MAM using the corresponding product article number (3C98-3).



Pre-Roll Ad

112420 Bailey
112421 Geno
Format HD, HD highend, SD
Quickly convince in only 15 seconds: For both lifestyle videos short 15-second clips are available. These short spots could be used e.g. as pre-roll-ads on Youtube, but also will be very effective on social media platforms, too.





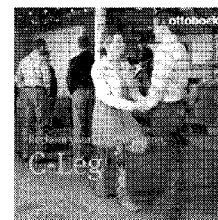
B2C Website
 In progress – available end of August.
 The B2C website provides the user important information, videos and photos about the product.
 Available in DE/EN.



E-Mail Signatures
 113704-DE
 113705-EN
 Use custom-made e-mail signatures to create attention with every mail.



B2B Website
 In progress – available end of August.
 The B2B website provides the practitioner all relevant information around the product.
 Available in DE/EN/ES/FR/NL/RU/IT/SV/CH/PT.



Social Media
 113680
 Highlight the C-Leg also via social media. We support you with specific branded images.



www.ottobock.com

Tech Tips: C-Leg 3C88-3/ 3C98-3

EN

INFORMATION

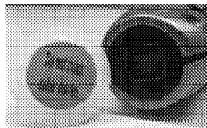
Date of last update: 2015-08-20

> Please read this document carefully.

**INFORMATION**

This document provides a summary of information part of the instructions for use. It does not replace the detailed information on the fitting procedure provided in the instructions for use. Please read the 647G890 instructions for use for qualified personnel carefully before fitting the C-Leg.

To ensure a successful fitting, please refer to the following tech tips. These tips will help minimize problems that could occur while fitting or preparing the C-Leg 3C88-3/ 3C98-3 microprocessor knee joint for a fitting.

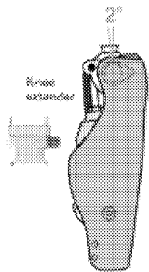
**NOTICE****Incorrect alignment or assembly**

Damage of the product.

-> DO NOT pull the cable located inside the knee joint as it will damage the main electronics.

INFORMATION

Previous versions of C-Leg 3C88-3/ 3C98-3 required electronic connection to the tube adapter, C-Leg 3C88-3/ 3C98-3 does not require the use of an electronic tube adapter because of the internal sensors, therefore this step is no longer required.

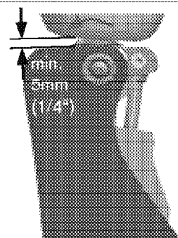


The Knee extender pushes an otherwise flexed knee joint into full extension. Insert the Knee extender, described in the instructions for use, at the start of every fitting to ensure correct static alignment. This is critical for reliable swing initiation.

CAUTION**Incorrect alignment or assembly**

Falling due to unexpected product behaviour.

-> DO NOT remove the flexion stops prior to inserting the Knee extender.

**CAUTION****Errors during prosthesis alignment**

- Falling due to unexpected product behaviour as the result of malfunction.
- Falling due to breakage of load-bearing components.

-> DO NOT allow the socket to come in contact with the electronics module (posterior) during full extension as this will damage the knee joint. Verify socket alignment with every C-Leg 3C88-3/ 3C98-3 fitting to ensure that the space between the socket or upper edge of the mounted Protective Cover and the electronics is at least **5 mm (1/4")**.

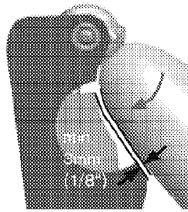
INFORMATION

Check the space during full extension with mounted Knee extender (high toeload)!

INFORMATION

This is especially important when switching a patient from previous versions of C-Leg to C-Leg 3C88-3/ 3C98-3. The replacement is not 1:1 as the position of the C-Leg 3C88-3/ 3C98-3 pyramid leaves less space. When fitting or trialing the C-Leg 3C88-3/ 3C98-3 with an existing socket, please pay special attention to the points above.

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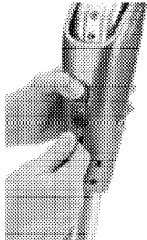
⚠ CAUTION

Errors during prosthesis alignment

- Falling due to unexpected product behaviour as the result of malfunction.
 - Falling due to breakage of load-bearing components.
- > DO NOT allow the socket to come in contact with the hydraulics or the carbon frame (posterior) as this will damage the knee joint. Verify socket alignment with every C-Leg fitting to ensure that the space between the hydraulics and socket is at least **3 mm (1/8")**.

INFORMATION

Should you remove the flexion stops to allow for more flexion, please double check that the space between is at least **3 mm (1/8")**.



- Charge the knee joint before first use for a minimum of 3 hours.
- To switch on the knee joint, connect the charger to a power source and then to the knee joint.

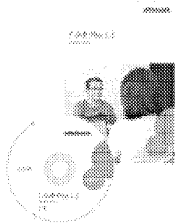
INFORMATION

When disconnecting the charger, the knee joint will perform a self-test (one beep, one vibration signal).

- To switch off the knee joint, connect and disconnect the charger 3 times. A wait time of approx. 2 seconds is required in between the connection cycles.

INFORMATION

After disconnecting the 3rd time, a descending sequence of 5 beeps will sound before the knee joint switches off.



Connecting

- When connecting to the C-Leg 3C88-3/ 3C98-3, use the BionicLink PC 60X5 dongle not your PC Bluetooth module or another Bluetooth adapter. Ensure that Bluetooth is active in the knee joint. The knee joint will be delivered with Bluetooth deactivated.

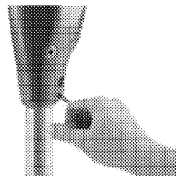
To activate Bluetooth:

- Connect the charger to a power source and to the knee joint. A Bluetooth connection will be activated for 2 minutes
- or
- Turn the knee joint 180° (upside down). A Bluetooth connection will be activated for 2 minutes.

During this time a connection to C-Soft Plus has to be established.

To permanently activate Bluetooth:

- Select the applicable Bluetooth setting in the Cockpit app or the remote control.



To shorten and install the tube adapter:

1. Determine the desired tube length by using the "tube adapter configuration tool" in the adjustment software
2. Use a tube cutter to shorten the tube adapter to the required length
3. Smooth the inside and outside of the cut edge
4. Slide the tube adapter 50 mm into the knee joint

INFORMATION

Adjustments to the insertion depth between 40 mm and 55 mm are permissible (e.g., slide in 5 mm and pull out 10 mm).



- „Swing phase extension basic resistance“ (set in C-Soft Plus) is only active during slow walking. Make sure your patients walk slowly when setting the basic resistance for swing extension.



⚠ CAUTION

Using the product without calibration

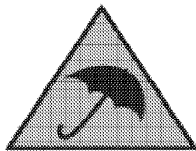
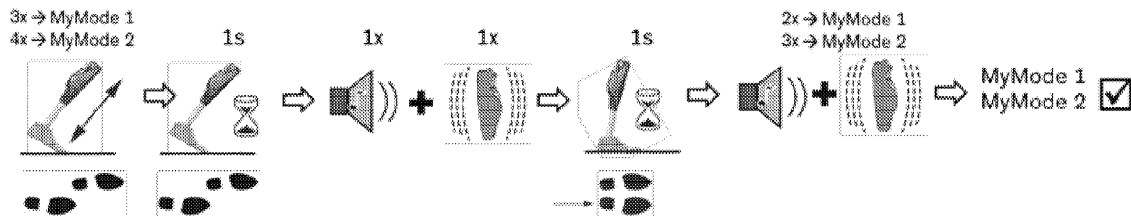
Falling due to unexpected product behaviour as the result of the swing phase being initiated too early/too late.

-> Calibrate after every alignment adjustment (calibration is done while the patient is standing and the knee joint is loaded).

INFORMATION

Balanced load with both feet aligned in parallel is essential for right calibration. Calibration in not parallel position (e.g. step position) might occur inaccurate swing initiation.

- Switching MyModes in C-Leg 3C88-3/ 3C98-3 via a movement pattern is different compared to previous versions. The patient needs to position the knee joint back slightly and then bounce on the toe exactly 3 times (for MyMode #1) or 4 times (for MyMode #2) and wait in this position one second. One beep and one vibration signal indicate the correct movement pattern. After this signals, reposition the leg next to the contralateral side and keep it still for approximately 1 second. A second round of beeps and vibration signals will indicate which mode the patient has activated.



WEATHERPROOF

- C-Leg 3C88-3/ 3C98-3 is considered weatherproof against exposure to fresh water, but is not corrosion resistant. As a result, avoid prolonged submersion in fresh water and/or contact with salt, chlorinated water, soap or shower gel.

Should the knee joint come into contact with salt water, chlorinated water, soap or shower gel, remove the Protective Cover. The knee joint must be rinsed with fresh water immediately!

After contact with water, hold the prosthesis with the sole of the foot facing up until the water has drained from the knee joint and/or tube adapter.

Dry the knee joint and components with a lint-free cloth and allow to fully air dry before using again.



Otto Bock Healthcare Products GmbH
Brehmstraße 16 · 1110 Wien · Austria
T +43-1 523 37 86 · F +43-1 523 22 64
info.austria@ottobock.com · www.ottobock.com

Ottobock has a certified Quality Management Systems in accordance with ISO 13485.

PX01302

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PX01303

REDACTED IN ENTIRETY

PX01304

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PX01518

Message

From: Doppler, Liesa [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=GRASCH, LIESA203]
Sent: 2/20/2015 8:19:59 PM
To: Schneider, Scott [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Scott.Schneider]; Solorio, Cali [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Solorio, Cali16d]; Lundquist, Karen [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=Karen.Lundquist]; Hanson, Kimberly [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=uskimhan]; McPherson, Adam [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=usadamcp]; Kannenberg, Andreas [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Andreas.Kannenberg]; Ruhl, Brad [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=Brad.Ruhl]; Long, Brian [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=usbrilon]; Konetchy, Cale [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=uscalkon]; Wolf, Michael [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Wolf, Michael6fe]
CC: Gunkel, Christin [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Christin.Gunkel]; King, Stephany [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=King, Stephanye5e]; McCrimmon, Rodney [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=McCrimmon, Rodney60]; Swiggum, Matt [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=Swiggum]; Governor, Walter [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=Governor]; Pfuhl, Helmut [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=pfuhl]; Eichler, Andreas [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Eichler, Andreasd2d]; Edwards, Mark [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=usmaredw]; Schultz, Andreas [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=DEDUASCH]
Subject: AW: CLeg 4 Core Launch Team invitation
Attachments: Mechatronic Launch preparation 20150219.pptx; Draft_Briefing_Battle_Sheet_v3.docx

Dear C-Leg 4 Launch Team,

I am happy to share the current launch preparation document with you (starting p. 17 in the PPT).

Attached, please also find a first draft for C-Leg 4 "battle sheet" content.

Please ignore the layout/format, as this should only give an overview of main selling arguments as a starting point for discussion.

Looking forward to intensifying preparations and getting ready for one of the most exciting product launches!

Thanks Liesa

PS: The latest version of the files can always be found [here on Sharepoint](#) – the [GLP here](#).

Von: Schneider, Scott

Gesendet: Freitag, 20. Februar 2015 12:48

An: Solorio, Cali; Lundquist, Karen; Hanson, Kimberly; Doppler, Liesa; McPherson, Adam; Kannenberg, Andreas; Ruhl, Brad; Long, Brian; Konetchy, Cale; Wolf, Michael

Cc: Gunkel, Christin; King, Stephany; McCrimmon, Rodney; Swiggum, Matt; Governor, Walter; Pfuhl, Helmut; Eichler, Andreas; Edwards, Mark; Schultz, Andreas

Betreff: CLeg 4 Core Launch Team invitation

Dear Cali, Karen, Kimberly, Liesa, Adam, Andreas, Brad, Brian, Cale and Michael,

Good day!

The purpose of this message is to invite you to join a new team (members below) – a cross-functional, Regional/BU team focused on the execution of the North America CLeg 4 launch! We will conduct a kick-off meeting on THU, FEB 26, 3-5 pm in our Austin office. We will review the following at the kick-off meeting:

- Genesis of the Launch Team
- PPP
- Discuss Roles and Responsibilities
- Review CLeg4 Launch Package
- Develop Next Steps

In the meantime, please prepare by reviewing the current CLeg4 launch package and develop creative/savvy input to make the plan EXCITING and ROCK SOLID! The plan will be sent to you soon. Please call with any questions.

Enjoy your weekend!

Scott

CLeg4 Launch Team

Senior Management	Brad Ruhl	President – US HC
Market Management	Adam McPherson Cali Solorio	NA Mechatronic Market Manager NA Market Manager Launch Specialist
Sales	Brian Long	US Central Region Sales Manager
Marketing Communications	Karen Lundquist	NA Marcom Director
Reimbursement	Kimberly Hanson	NA Reimbursement Director
PCS	Cale Konetchy	CP, Clinical Specialist
Medical Affairs and Evidence	Andreas Kannenberg	MD, PhD – NA ED Medical Affairs
HQ Marketing Communications	Michael Wolf	US Liaison
BU Product Management	Liesa Doppler	US Liaison

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C-Leg 4 – the new era of the C-Leg

Returning confidence to everyday life – with the most fit, most reliable, globally established MPK, proven over 15 years.

Indications


- Recommended for mobility grades 2 through 4
- Knee disarticulation amputation level and higher, including bilateral amputees, people with unilateral hip disarticulation amputation, and patients with hemipelvectomy amputation with good walking ability
- Body weight of max. 300lbs/136 kg

Functions

- **Smoother and easier swing phase initiation** NEW
New patented load and motion detection strategy for swing release
Independent from toe load
- **Smoother and more comfortable swing behavior** NEW
Auto adaptive for all gait situations and different surfaces
- **Auto adaptive stance extension characteristics** NEW
Easier to walk with stance flexion
- **Two different choices for standing functions.** NEW
Automatic activation
Manual activation, especially beneficial for bilateral users
- **3D Motion Sensor and latest stumble recovery** NEW
Monitoring of every movement 3 dimensional
Permanently activated stumble recovery during the whole gait cycle

Features

- 1 New carbon frame construction, all sensors integrated
Louder beeper, adjustable by the user
- 2 3D Motion Sensor
- 3 Using of 2R57 standard tube adapter
- 4 Charging plug on the posterior distal side
- 5 Cockpit App for Android
- 6 Weatherproof
- 7 More natural leg volume with new protector



Benefits for Users

- **More flexibility and freedom of movement**
Thanks to new swing release and supported standing
- **Ready to use straightaway**
No need for learning how to walk anymore
More effortless walking experience, especially on longer walking distances
- **No thinking twice about basic activities of daily living**
e.g. taking small steps in confined spaces, alternating walking speeds or walking on different ground and even soft terrain like sand or snow
- **Masters critical situations of daily living**
Users are worry-free, because C-Leg 4 further reduces the risk of falling

Benefits for Prosthetists

- **More fitting possibilities**
Larger population can be fit due to lower system height
- **Bluetooth onboard**
No additional device needed
- **New alignment software saves time**
Quick adaptation via Data Station with only 4 sliders and one button
- **Easy ordering and handling**
No selection of tube length. No risk when cutting the tube.
- **Short and easy update training**
E-learning available for C-Leg certified prosthetists

	Mobility grade	Category	Default mode	Stance/ Swing control	Knee weight	Min. Distal System Height	Max. knee flexion angle	Battery capacity	Bluetooth onboard	Protective cover	User app available
C-Leg 4	2-4	MP knee with electronic stance and swing control	Stance	Hydraulic fluid MP stance and swing phase control	1.230 g/ 2.7 lbs.	≥ 294 mm	130°	approx. 2 days	yes	available	yes
Plié 3	3-4	MP knee with electronic stance control	Stance	Hydraulic stance, pneumatic swing; Switch from stance to swing is MP controlled	1.235 g/ 2.7 lbs.		125°	approx. 24 hours			no
Rheo 3	2-4	MP knee with electronic stance and swing control	Swing	Magneto-rheologic fluid MP stance and swing phasecontrol	1.610 g/ 3.56lbs		120°	approx. 48-72 hours			no
Orion 2	3		Stance	Hydraulic MP stance, pneumatic MP swing combined in single			130°				no

				cylinder							
--	--	--	--	----------	--	--	--	--	--	--	--

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Mechatronics Launch Package

Quality for life



Agenda

1. Launch calendars/Marketing Plan
2. Triton smart ankle Launch
3. C-Leg 4 Launch



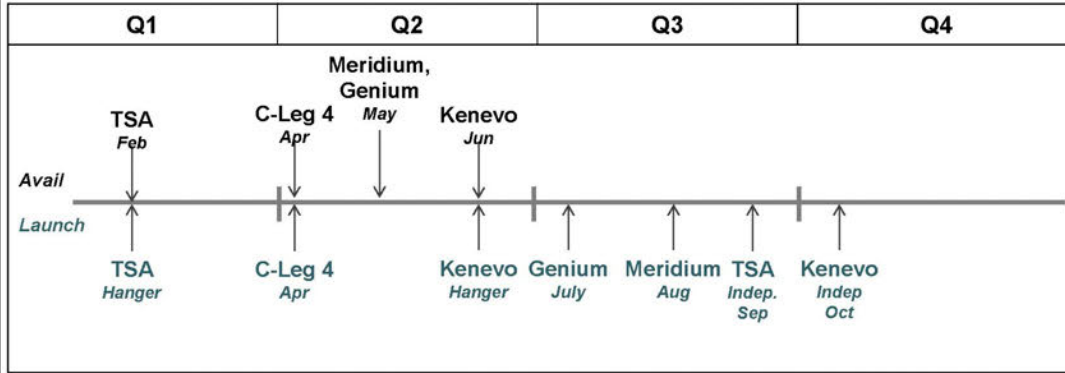
2015 NA Technical Orthotics Launches

Heavy launch calendar especially Mechatronics

2015 Marketing Calendar	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
NPI												
ORTHOTICS												
CO: Unilateral/Aqualine												
CO: WalkOn Reaction+												
CO: Sinnus M...?												
CO: MyGait												
TECHNICAL ORTHOTICS												
ME: 1C10 Terion K3 Foot	Dec '14											
ME: 1E91 Sprinter Redesign												
ME: 3R62 Pheon K2 Foot												
ME: Safe Lock Knee												
ME: Jogging Foot												
MP: Triton Smart Ankle	Hanger 6mo exclusivity									Independents		
MP: C-Leg 4												
MP: Kenevo (3C60)												
MP: Genium Facelift & App												
MP: Meridium												
UL: Electro Hook (Axon-BUS System)												
UL: Axon Silicon Glove (Michelangelo)												
ST: EMS Relaunch												
ST: Harmony 4												
ST: EMS Relaunch												
ST: TPE Liners												
C: Aluminum Line												



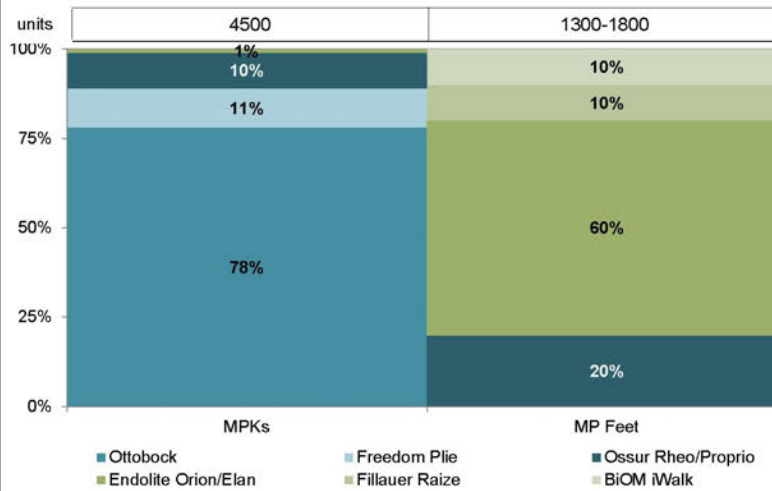
2015 NA Mechatronic launch schedule Product availability and launch timeline





Estimated market size and share

Portfolio refresh and new segment entry drives share recovery



Growth Drivers

- Attack competition
- New Product Launches

Success factors

- Quality
- Timely product launches
- Resources

MPK Threat

- Continued market decline in codes L5856 & L5858 for C-Leg & Compact
- Competitors push for acceptance of substitute MPK products

MP Feet Threat

- Hanger cost reduction strategy
- May choose Elan on price

Trends

- MPK market resettling
- Lower acceptance of MPF from Independent customers

| © Otto Bock HealthCare

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North America Triton smart ankle launch planning document

Adam McPherson
North America Market Manager, Mechatronics
January, 2015



Quality for life



Triton smart ankle

Designed with users needs in mind

Triton smart ankle is easy to set up and fit via the Clinician App in just a few steps. Clinicians will appreciate the product durability, its 34 degree ROM and ability to fine tune patient setting quickly and accurately. Using the existing code of L5973, Triton smart ankle provides economic benefits to your practice that few prosthetic feet can offer.

For the patient, Triton smart ankle features heel height adaption up to 2 inches, a relief function while sitting, standing and kneeling and provides excellent energy return from the Triton LP foot design. Users will appreciate it's gradual adaptation to walking situations such as slopes, different walking speeds and while going up stairs. Additionally, the battery can be used for up to 3 days while competitors batteries last from 1-2 days. Patients also have an App! Battery status, heel height adjustment, free ankle motion, as well as the perceived toe stiffness can be controlled via the patient app.



| © Otto Bock HealthCare

Once a portfolio gap, the next chapter in Ottobock microprocessor advancement allows us to bring customers the first microprocessor ankle-foot in the Ottobock portfolio for both AKs and BKs! We learned from the mistakes of our competitors, listened to customers needs and are proud to bring a different and smarter microprocessor ankle-foot to our customers.

The Triton smart ankle was designed to excel in areas that current mechatronic ankle/feet do not meet the needs of both clinicians and patients. Experience shows current products have durability issues, do not perform as expected and are complex for the clinician to fit and patient to use.

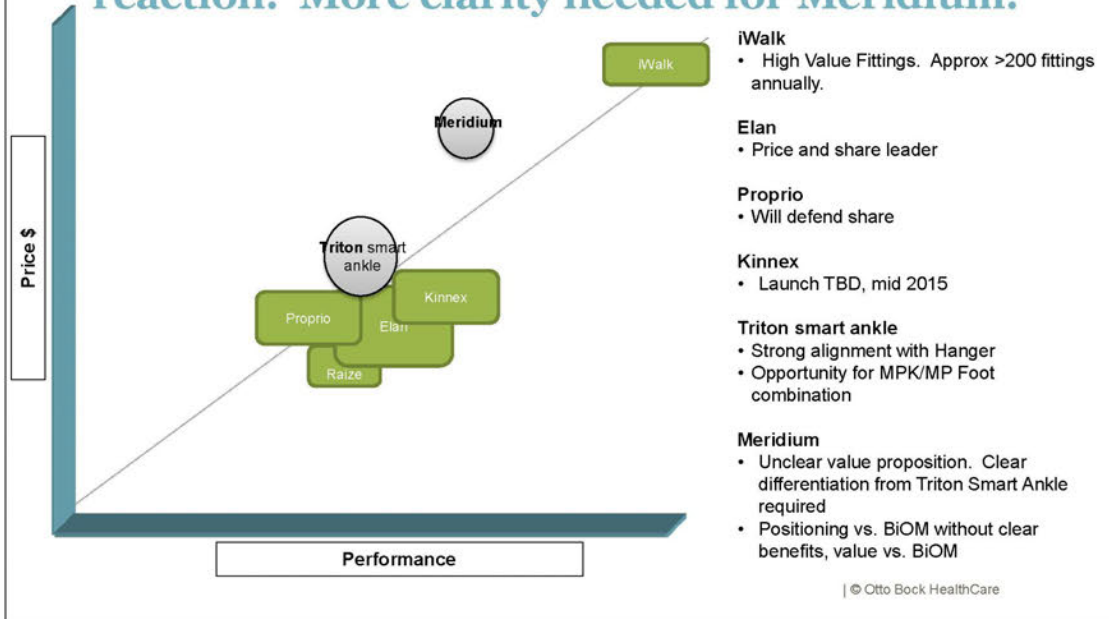
Triton smart ankle is easy to set up and fit via the Clinician App in just a few steps. Clinicians will appreciate the product durability, its 34 degree ROM and ability to fine tune patient setting quickly and accurately. Using the existing code of L5973, Triton smart ankle provides economic benefits to your practice that few prosthetic feet can offer.

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Portfolio alignment MP Feet

Triton well positioned, positive customer reaction. More clarity needed for Meridium.



PAGE REDACTED

Triton smart ankle



Independents launch planning, Aug '15

Independents Launch Activity	Tactic	Owner	Target completion
Marketing	Customer video	MM	
	Sales background / customer presentation	MM	CW 36
	Pre orders taken upon request	MM	CW 36
	Target Elan/Proprio customers	MM	CW 36
	Customer Webinar	MM	CW 36
	Trion smart ankle added to Roadshows	MM	CW 36
	Patient test drives	MM	CW 36
	Face-to-Face customer training	MM	CW 36
	AOPA Independent customer events	MM	Q3'15
	Product Roadshow	MM	quarterly
Digital Marketing	Cross marketing through social / websites	MarComm	Aug '15
	Email newsletter / series	MarComm	Aug '15
	Google Ads	MarComm	Aug '15
	YouTube Ads	MarComm	Aug '15
	Facebook Ads	MarComm	Aug '15
	Paid Search Management	MarComm	Aug '15
	Repurpose existing content to co-branded	MarComm	Aug '15
Marketing Communications	Spec-sheet	MarComm	Aug '15
	Develop new content based on 6 months pr	MarComm	Aug '15
	Advertisements	MarComm	Aug '15
	Hi Res User Photos	MarComm	Aug '15
	User video	MarComm	Aug '15
	Support customer PR needs	MarComm	Aug '15
	Press release	MarComm	Aug '15



Launch plan document

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Competitive matrix

Clear advantage with Triton smart ankle

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Competitive Matrix

	Ottobock	Ottobock	Geox	Fillauer	Leathite
	Triton smart ankle	Moridrom	Progras	Bliss	Elon
Level ground walking	characteristic plus 4° to 6° ankle compliance	30° ROM	active toe lift (DF) in ankle phase	0%	Foot characteristic plus 4° to 6° ankle ROM
Stair walking	+1° DF forearm clearance during	increased forearm resistance	no adaptation	no adaptation	no adaptation
Fast walking	+1° FF forearm clearance during	reduced forearm resistance	no adaptation	no adaptation	TT index, increased FF resistance, reduced DF resistance
Temporoprop up	characteristic plus 4° to 6° ankle compliance and gradual adaptation up to 17°	Full, gradual adaptation	Adaptation to 10° slope degree from 30° ROM knee	yes, gradual knee	Increased FF resistance, reduced DF resistance
Temporoprop down	characteristic plus 4° to 6° ankle compliance and gradual adaptation up to 17°	Full, gradual adaptation	Adaptation to 10° slope degree from 30° ROM knee	immediate adaptation to 10° slope, plus 12° rollout angle	Reduced FF resistance, increased DF resistance
Uneven terrain	characteristic plus 4° to 6° ankle compliance	Full, gradual adaptation to AP direction	0%	0%	Foot characteristic plus 4° to 6° ankle ROM
Stairing	ROM limited by ankle compliance (C-M)	initial resistance function (lock)	0%	0%	no ROM limitation (full)
Stairing up/down	limitation of full ROM function in ankle full ground contact (knee lock)	initial resistance function (lock)	no lock	no lock	no lock (full ROM)
Stair Function	yes (DF DF)	yes (FF only)	yes (DF only)	0%	0%
Stair up	+1° DF	0%	increased forearm clearance after 3° slope	no	no
Stair down	no extra support	extra forearm clearance for full fast motion	increased forearm clearance after 3° slope	no	no
Head/Neck Adjustment	C-Column	0-50 mm	0-50 mm	yes (column)	no
Flex	high ROM high battery capacity	high ROM only with 2nd time adaptation to terrain, gradual adaptation (temp)	active toe lift (DF) in ankle phase	no, weight "back" will be light	gradually low weight, immediate adaptation to terrain
Dark	high weight, incremental gradual adaptation	high weight rigid concept, high battery power, easy when walking barefoot	low adaptation time to step and strain	high weight characteristic, difficult adjustment (compromising performance)	high weight, no tending function, no heel support, very sensitive to discomfort

Marketing

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Tools supporting independent customers to facilitate purchase

- Include Triton smart ankle into roadshow events
- Value Proposition
- Customer Presentation
- Objection Handling FAQ

Communications

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Timing based on Hanger exclusivity period

- Battle Sheet as a one pager leave-behind
- Sales Pitch incl. Competitive matrix and internal differentiation
- CPO Brochure
- Lifestyle-Video
- Brochure

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Digital Marketing

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Timing based on Hanger exclusivity period

- B2B Website
- B2C Website
- Social Media
- Email blasts
- Digital Purchase
 - Google Ads
 - YouTube Ads
 - Facebook Ads
 - Paid Search Build
 - Paid Search Management

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North America C-Leg 4 launch planning document

Adam McPherson
North America Market Manager, Mechatronics
February, 2015



Quality for life

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Messaging

C-Leg 4 Value Proposition



C-Leg 4 – the new era of C-Leg

**Returning CONFIDENCE to everyday life –
with the most proven, most reliable, globally established knee joint**

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Messaging

C-Leg 4 Product Story

C-Leg is the **best selling and most-proven MPK in the world**. Research studies have repeatedly substantiated the C-Leg's **reliability**, and so have thousands of real people in their everyday life over many years. When Ottobock introduced the C-Leg in 1997, it set a new standard in the knee prosthetic market.

The development of the **C-Leg 4** marks the **next stage of evolution**, ringing in the fourth generation of a **new technological era**. The C-Leg 4 is quite simply the **best C-Leg of all time**, significantly improving users' ability to handle their daily activities. Most daily situations can essentially be **mastered right from the start with no hassle**.

The new C-Leg generation provides a complete, extremely reliable and at the same time high-tech package that allows users to **expertly manage almost any situation in their daily lives**.

Messaging

C-Leg 4 Benefits for Users

- **Improvement of patient's flexibility and freedom of movement**
Thanks to new swing release and supported standing
- **Ready to use straightaway**
No need for learning how to walk anymore
More effortless walking experience, especially on longer walking distances
- **No thinking twice about basic activities of daily living**
e.g. taking small steps in confined spaces, alternating walking speeds
or walking on different ground and even soft terrain like sand or snow
- **Masters critical situations of daily living**
Users are worry-free, because C-Leg 4 further reduces the risk of falling

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Messaging

C-Leg 4 Functions

- **Smoother and easier swing phase initiation**
New patented load and motion detection strategy for swing release
Independent from toe load
- **Smoother and more comfortable swing behavior in all gait situations**
Auto adaptive for level ground walking, stairs/ramps and different surfaces
- **Auto adaptive stance extension characteristics**
Easier to walk with stance flexion
- **Two different choices for standing functions.**
 - Automatic activation
 - Manual activation: Safe and reliable standing especially for bilateral users
- **3D Motion Sensor and latest stumble recovery**
Monitoring of every movement 3 dimensional. (Orientation in space)
Permanently activated stumble recovery during the whole gait cycle.

Messaging

C-Leg 4 Features

- Lower system height
- New carbon frame construction
- All sensors integrated
- Bluetooth on board
- Louder beeper – adjustable by the user
- Knee bending-angle 130° (122° with pre-mounted flexion-stops)
- Charging plug on the posterior distal side
- Weatherproof
- More convenient handling with Cockpit App for Android
- More natural leg volume with new protector

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Messaging

C-Leg 4 Benefits for CPOs

- **More fitting possibilities**
Larger population can be fit due to lower system height
More feet combinations are possible, e.g. Triton Vertical Shock
- **Bluetooth onboard**
No additional device needed
- **New alignment software saves time**
Quick adaptation via Data Station with only 4 sliders and one button
- **Easy ordering and handling**
Due to state of the art sensor technology it is possible to control the prosthesis without strain gauges in the tube.
No selection of tube length. No high risk (cost) when cutting the tube
- **Short and easy update training**
E-learning available for C-Leg certified prosthetists

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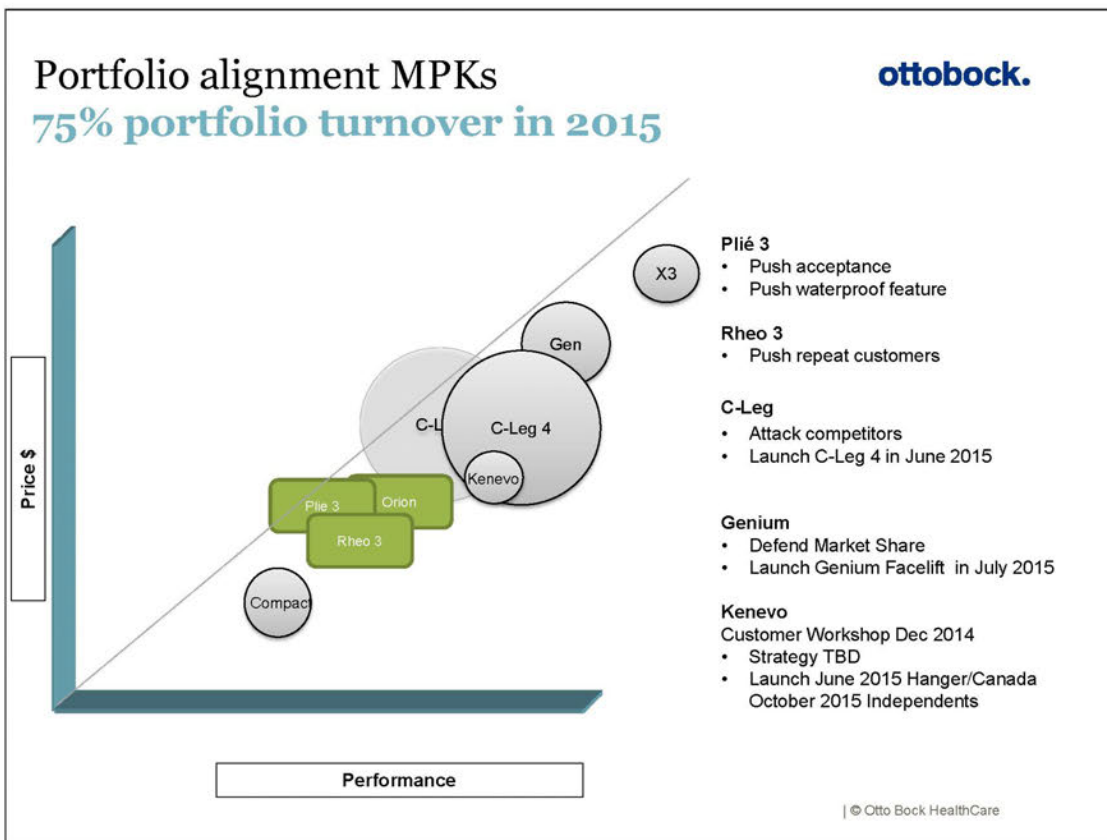
Messaging

C-Leg 4 Benefits for Reimburseurs

More than **40 clinical studies** prove the effectiveness of the C-Leg and the additional **activity monitoring** allows unbiased evaluation of patient's activity.

The **improved stumble recovery** of C-Leg 4 **controls the whole gait cycle** and is permanently active. The risk of falling – and thus potential follow-up costs – can be further lowered, especially for MG 2 users.

With the C-Leg 4, the user can again participate actively in life and needs **less or no assistance at all.**



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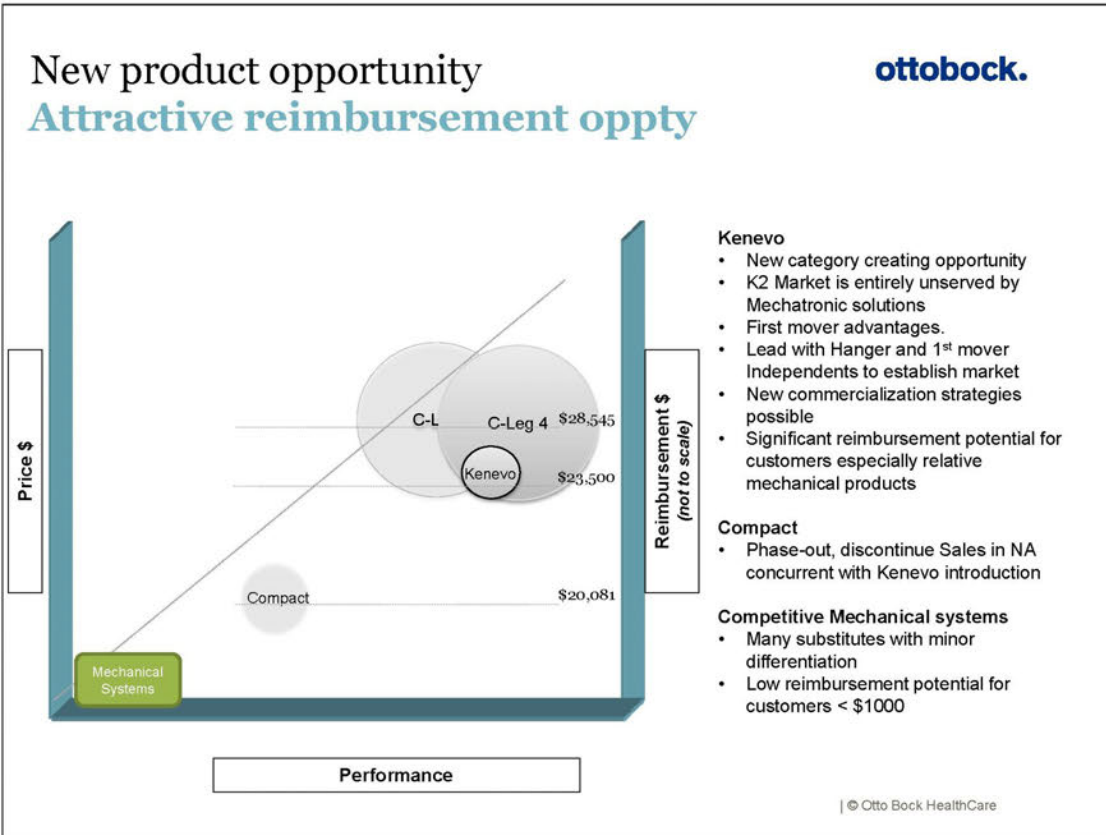
Positioning

Superiority of Genium vs. C-Leg 4

- C-Leg 4 has **no OPG for walking even more naturally!!!**
 - PreFlex
 - Adaptive Yielding Control
 - Dynamic Stability Control (DSC)
 - Adaptive Swing Phase Control
- **Backwards walking is safer with Genium**
- C-Leg 4 has **no stairs function**
- C-Leg 4 has **less MyModes**, e.g. no running mode
- C-Leg 4 has **less battery capacity** (2 days vs. 5 days with Genium)
- C-Leg 4 has **no inductive charging**
- C-Leg 4 offers **no Computer Assisted Alignment** (CAA) for CPOs

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C-Leg 4 Launch plan



Product Launch Activity	Tactic	Owner	Target completion	Status
Internal Training	Professional Clinical Services Product and APP Training (Mark Edwards Group)	Byron Backus	wk 11 / 12	In Progress
	Technical Support Product and APP Training (Jerry Gohman's Group)	Cale/Mark	wk 13	
	Customer Service Training/Patient Navigator Product & APP Training (Emily Gibson's Group)	Adam McPherson	wk 13	
	Service Training	Marc Cramer	wk 12 in Vienna	In Progress
	Face-to-Face Sales Product and APP Training (4 Regions)	Mark Edwards PM support needed?	March 26th	
	Launch Webinar Training	Adam McPherson	March 26th	
External Training	Customer Service Configurator Training	Niklas Gödecke		
	Finalize E-Learning Module (for C-Leg certified CPs)	Katrin Riemann, Miriam Cuny-Pierron, Mark Edwards	March 31st	In Progress
	Finalize E-Learning Module (for NON C-Leg certified CPs)	Mark Edwards	not needed	only info
Hanger	Finalize In-person Customer Training with CEUs	Mark Edwards	March 31st	
	Hanger Face-to-Face meeting	Adam McPherson		
Reimbursement	New codes Yes/No	MM/PM	wk 9	In Progress
	C-Leg Reimbursement Reference Guide	Kimberly Hanson	wk 15/16	
	Coding Options Microprocessor Knees (includes Helix3D Hip)	Kimberly Hanson	wk 15/16	
	Update L-Code/HCPCS Sheet/Website	Kimberly Hanson	wk 15/16	
	Reimbursement margin analysis	Kimberly Hanson	wk 8	

C-Leg 4 Launch plan



Product Launch Activity	Tactic	Owner	Target completion	Status
Logistics	Set Up Article numbers in SAP for US and Canada	Maik Senger		
	Set Up Pricing for US and Canada	Adam McPherson	wk 9	
	US & Canada Loaners	Jimmy Hendrickson/Marc Cramer	wk 9	In Progress
	US Samples	Adam McPherson/Jimmy Hendrickson/Marc Cramer	wk 8	done?
	Canada Samples	Cramer	wk 8	done?
	Hanger HD excel documents	Adam McPherson		
	Understand C-Leg 4 Production Plan	Maik Senger/Adam McPherson	wk 9	
	Understand C-Leg 4 Accessoires Production Plan	Maik Senger/Adam McPherson	wk 9	
	Inventory stock positioned	MM/PM		
Marketing Communications	Battle Sheet	Liesa Doppler	March 20th	In Progress
	Sales Pitch	Liesa Doppler	March 20th	In Progress
	CPO Brochure	Liesa Doppler/Karen Lundquist	April 2nd	In Progress
	Patient Brochure	Liesa Doppler/Karen Lundquist	April 2nd	
	Press release	Karen Lundquist	April 2nd	
	Press kit	Karen Lundquist	April	
	Media relations	Karen Lundquist	April	
	Customer e-mail template	Karen Lundquist	April	
	Customer Posters	Karen Lundquist	April/May	
	Competitive Matrix	Dries Giorieux/Liesa Doppler	Feb. 23th	In Progress
	Differentiation to C-Leg 3	Liesa Doppler/Balazs Polonyi	Feb. 23th	In Progress
	Differentiation to Genium	Liesa Doppler/Balazs Polonyi	Feb. 23th	In Progress
	Differentiation to X3	Liesa Doppler/Balazs Polonyi	Feb 23th	In Progress
	Hi-res photography	Michael Wolf	March 26th	March 5-15th
	Video production	Michael Wolf	March 26th	March 5-15th
	Clinical/Pro/User referral materials	MarComm/MM		
	Order Forms	MarComm		
	Update App Data Room	MarComm		
MPK Portfolio Brochure	Liesa Doppler	May		

C-Leg 4 Launch plan



Product Launch Activity	Tactic	Owner	Target completion	Status
Marketing	North America Launch Package	Adam McPherson/Liesa Doppler	March 26th	In Progress
	Value proposition	Adam McPherson/Liesa Doppler	Feb 23th	
	Sales backgrounder	Adam McPherson/Liesa Doppler	March 26th	
	Customer presentation	Adam McPherson/Liesa Doppler	March 26th	
	White paper/Case study	Liesa/Balazs/Andreas Hahn	March 26th	
	Objection handling FAQ	Liesa Doppler/Balazs Polonyi	March 20th	
	Update e-commerce	Adam McPherson	at launch	
	IFU complete and available	Liesa Doppler	Feb, 20th	
	Launch communications / follow-up	MM		
	Include C-Leg 4 into Product specific/roadshow events	Adam McPherson		
Digital Marketing	Co-sponsored non-profit events	MM/MarComm		
	Trade shows	MM/MarComm		
	Update consumer website	Liesa Doppler/Karen Lundquist	at launch	
	Social Media plan, content and calendar	Karen Lundquist		
	Email blasts/ newsletters / series plan	Karen Lundquist		
	Digital purchase plan			
	Google Ads	Karen Lundquist		
	YouTube Ads	Karen Lundquist		
	Facebook Ads	Karen Lundquist		
	Paid Search Build	Karen Lundquist		
Paid Search Management	Karen Lundquist			
Landing Page Versioning B2B	Karen Lundquist/Liesa Doppler	at launch		
Landing Page Versioning B2C	Karen Lundquist/Liesa Doppler	at launch		
Co-branded video series with strategic customers, non-profit	Karen Lundquist			
Repurpose existing content to co-branded	Karen Lundquist			



C-Leg 4

MPK Reimbursement margin analysis

HCPCS Code	Description	NY Rate	Compact	C-Leg	C-Leg 4	Genium	Junior Leg	Kenevo	X3	Orion	Fneo3	Pfie
L5990	microprocessor control feature, stance	\$17,396	\$17,396					\$17,396				
L5896	microprocessor control feature, swing &			\$22,572	\$22,572		\$22,572			\$22,572	\$22,572	\$22,572
L5920	single axis, fluid swing and stance	\$3,291		\$3,291	\$3,291	\$3,291	\$3,291	\$3,291	\$3,291	\$3,291	\$3,291	\$3,291
L5845	stance flexion feature, adjustable	\$1,678	\$1,678	\$1,678	\$1,678	\$1,678	\$1,678	\$1,678	\$1,678	\$1,678	\$1,678	\$1,678
L5946	fluid stance extension, dampening	\$1,007	\$1,007	\$1,007	\$1,007	\$1,007	\$1,007	\$1,007	\$1,007	\$1,007	\$1,007	\$1,007
L5890	Knee extension assist	\$128						\$128			\$128	
L5999	MP Code					\$50,000			\$16,000			
L5999	Dynamic Stability				Present	\$5,000	Present	Present				
L5999	Inkulative Stance				Present	\$5,000	Present	Present				
L5925	Manual Lock	\$320									\$320	
Total Allowable			\$20,081	\$28,548	\$28,548	\$85,976	\$28,548	\$23,500	\$120,976	\$28,548	\$28,996	\$28,548
List Price			\$5,660	\$19,627	\$19,627	\$37,490	TBD	\$14,970	\$47,669	\$13,940	\$14,000	\$14,100
Margin at List Price			\$4,221	\$5,921	\$5,921	\$48,486	TBD	\$8,530	\$73,307	\$14,608	\$14,996	\$14,448
Hanger Pricing			\$12,577	\$14,970	\$14,970	\$31,389	TBD	\$14,970	\$42,700	\$13,940	\$14,000	\$14,100
Margin at List Price			\$7,504	\$13,578	\$13,578	\$54,587	TBD	\$8,530	\$79,276	\$14,608	\$14,996	\$14,448

- L5999 will not be recommended for Medicare (PDAC verified)
- Tbd with Hanger, if additional L5999 coding outside Medicare would be an option

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Internal Training

Significant upfront internal training required

- Train-the-Trainer Event in Canada ✓
- Professional Clinical Services Product and App Training
- Face-to-Face Sales Product and App Training (4 Regions)
- Technical Support Product and App Training
- Service Training: Scheduled for the week of 16th in Vienna
- Customer Service Training/Patient Navigator Product & App Training
- Customer Service Configurator Training (WebEx + Test Cases)
- Launch Webinar Training

External Training

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Customer training must be easy to access and understand

- E-Learning Module (for C-Leg certified CPs)
 - Short and easy update training for C-Leg certified CPs
- E-Learning Module (for NON C-Leg certified CPs, as today)
 - C-Leg basis training
- In-person Customer Training with CEUs

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Marketing

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Tools to support sales will facilitate purchase

General

- North America Launch Package
- Value Proposition
- Sales Backgrounder
- Customer Presentation
- White Paper/Case Study
- Objection Handling FAQ
- Update E-Commerce
- Final IFU (expected for CW 8)
- Include C-Leg 4 into roadshow events

Hanger

- Product Pre-Introduction Meeting

Communications

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Key tools available day 1 and additional tools ensure consistent messaging

Day 1 for Launch

- High-Res Product Pictures
- High-Res Lifestyle Pictures
- Battle Sheet as a one pager leave-behind
- Sales Pitch incl. competitive matrix and internal differentiation
- CPO Brochure
- Press Release

Post Launch

- Lifestyle-Video
- Patient Brochure
- Portfolio Brochure
- Press Kit/Media Relations
- Customer E-Mail Template
- Customer Posters
- Case Study (White Paper)

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Digital Marketing

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Social media is essential to communicate NPI

Day 1 for Launch

- B2B Website
- B2C Website
- Social Media

Post Launch

- Email blasts
- Digital Purchase
 - Google Ads
 - YouTube Ads
 - Facebook Ads
 - Paid Search Build
 - Paid Search Management

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Risks

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- **Hanger reaction to “how to bill for Genium & X3” (i.e losing revenue)**
- **Hanger technical software requirements**
- **Hanger 1st mover marketing needs**
- **Learning management system link to SAP (linked to ordering)**
- **Transition of switching from C-Leg 3 to C-Leg 4 (inventory) ✓**
 - Agreed on inventory planning with Maik Senger on Feb, 20th
- **Losing sales of X3 and Genium to C-Leg 4**
 - Clear differentiation between C-Leg 4 and Genium in preparation
 - C-Leg 4 will be “weatherproof”, Genium X3 “waterproof and corrosion resistant”

Open Items

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- **Understanding operational aspect of LMS**
- **Sample availability for Internal training** ✓
→ 3 pcs. available (1 pcs. in wk 8 to Mark Edwards, 2 pcs. after shooting in wk 13)
- **Sample availability for sales reps and PCS** ✓
→ 35 pcs. planned in loaner pool by Chris Dahlstrom
- **Scheduling Hanger Pre Launch Product Preview Meeting**
- **Remote in scope of delivery**
→ Can be configured as a spare part (4X350). IC price: 15 € (~ 19 \$)
- **Understanding of Cockpit app (Android only)**
- **GLP Launch Package**
→ Update on Sharepoint

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Back-up Cockpit App

Quality for life

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Product Analysis

Cockpit App for Android

Ultimate vision: Improve the ease of use in everyday life

- User friendly and contemporary alternative to the current remote control.
- Many users do not use only the current remote control but only movement pattern to switch between modes.
- Operation of microprocessor controlled knee joints and feet.
- Currently compatible with C-Leg 4, Meridium and Genium, Genium X3 Facelift.
- Operation of device combinations in the future.
- Medical device.
- iOS app estimated for Q1 2016.



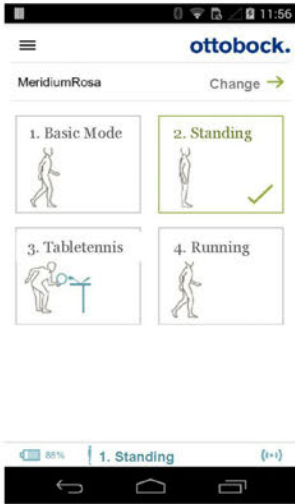
Global Launch Plan | C-Leg 4 | © Otto Bock HealthCare 41

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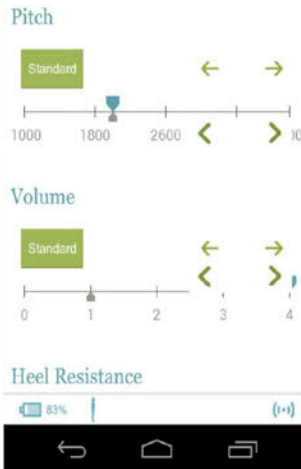
Product Analysis

Cockpit App: Screen Shot Examples

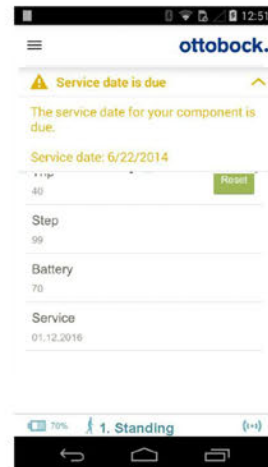
Easy to switch between MyModes for different activities.



Immediate fine tuning.



Status information. Service- and safety relevant failure dialogs.



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Product Analysis

Cockpit App vs. Remote Control

- User-friendly and state of the art successor of the current remote control
- Fast pairing and set-up process
- Fast and reliable connection
- Easy and intuitive handling
 - User-friendly navigation
 - Clear dialogs for actions and warnings
 - Separate screen for each function with intuitive icons
- Turn on/off Bluetooth is possible. (relevant for planes, security areas, etc.)
- Turn on/off several functions like standing, sitting, stairs, etc. (depending on prosthetic device)
- Easy switch between devices for product combinations (e.g. foot and knee joint, bilateral)

- Remote Control is not included in the C-Leg 4 box but can be configured as a spare part (4X350).
IC price: 15 € (~ 19 \$)

Draft – Internal use only!

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FILE PRODUCED IN NATIVE

	Ottobock	Freedom Plie	Ossur Rheo/Proprio	Endolite Orion/Elan	Fillauer Raize	BiOM iWalk	Total
MPKs	78%	11%	10%	1%			100%
MP Feet	0%	0%	20%	60%	10%	10%	100%

To resize chart data range, drag lower right corner of range.

FILE PRODUCED IN NATIVE

Hanger Launch activity	Tactic	Description	Owner	Target completion	Actual completion	Status	Comments
Internal prep	Product information	Product information, spec sheets	PM	CW 50 2014			Hanger requires product information for internal promotion
	Hi-res photography		PM	CW 50 2014	CW 52 2014	completed	Hanger requires product information for internal promotion
	Pricing Product Samples	Pricing to Hanger Hanger requires 6 product samples	MM/PM	CW 1 CW 06	CW 4	completed	Hanger requires pricing 2-4 weeks in advance of launch Hanger has committed to 2 patient fittings Feb 2
Internal Training	PCS and Tech Support training		MM/PM	CW 05		completed	Martin Reiger support in NA
	Face-to-Face Sales training	Annual Sales Meeting	Marketing/PCS	CW 03	14-Jan	completed	Strong program delivered at Annual Sales Meeting
	Customer Service Training		MM/PM	CW 05		completed	Martin Reiger support in NA
	NA Product App Training		MM/PM	CW 05		completed	Martin Reiger support in NA
	NA Service Training NA Launch Webinar	Sales follow-up training content	PM MM/PM	CW 06 CW 05		completed	Martin Reiger travels to SLC to support Service Team Martin Reiger support in NA
External Training	Product Overview		MM		Jul-14	completed	
	Beta testing		MM/R&D	Q3'2014	Q4'2014	completed	
	Online training module (Kevin Symms)		MM/PM	CW 04	CW 04	completed	
	Patient fitting training (Kevin Carroll)		MM/PCS	CW 50 2014	CW 04	completed	
	Online training module to clinicians Develop External Training Certification Course		MM/PM PCS PCS	CW 02 CW 4 CW 4	CW 04	completed incomplete incomplete	tied to receiving training presentation tied to receiving training presentation
Hanger Education Fair	Product presentation		MM/PCS	CW 06			
	Patient model demonstration		MM/PCS	CW 06			
Reimbursement	Update L-Code/HCPCS Sheet/Website		Reimbursement	CW 50 2014	CW 50 2014	completed	
	MSRP sheet update		Reimbursement	CW 05	CW 50 2014	completed	
Logistics	Inventory stock positioned	100 units of inventory	MM/PM	CW 06			96 units planned for CW 5 in NA Logistics Center
Marketing Communications	Provide Hanger promo content		MarComm	CW 06			
	Press release		MarComm	CW 06			
	Hi-res photography Support Hanger PR activity		PM MarComm	CW 50 2014 CW 06	CW 52 2014	completed	Hanger requires product information for internal promotion Dependent upon Hanger during exclusivity period
Marketing	Value proposition		MM	CW 06		completed	
	Spec sheet		MM	CW 06			
	Case study/Whitepaper	Hanger has committed to provide patie	MM/Clinical	CW 26			
	Sales background / customer presentation		MM	CW 06			
	Target Elan/Proprio customers Competitive overview Objection handling	Hanger provided heavy users	MM MM MM	CW 08 CW 06 CW 06			
Digital Marketing	Hanger exclusive for 3 6 months. Minimal Ottobock activity until Independent launch.		NA			NA	Hanger exclusive for 3 6 months. Minimal Ottobock activity until Independent launch.
			NA			NA	
			NA			NA	
			NA			NA	
			NA			NA	

Independents Launch Activity	Tactic	Description	Owner	Target completion	Actual completion	Status	Comments
Marketing	Customer video	Ottobock for life events	MM				For TSA, beginning in August
	Sales background / customer presentation		MM	CW 36			
	Pre orders taken upon request		MM	CW 36			
	Target Elan/Proprio customers		MM	CW 36			
	Customer Webinar		MM	CW 36			
	Trion smart ankle added to Roadshows		MM	CW 36			
	Patient test drives		MM	CW 36			
	Face-to-Face customer training		MM	CW 36			
	AOPA Independent customer events		MM	Q3'15			
	Product Roadshow		MM	quarterly			
Digital Marketing	Cross marketing through social / websites		MarComm	Aug '15			
	Email newsletter / series		MarComm	Aug '15			
	Google Ads		MarComm	Aug '15			
	YouTube Ads		MarComm	Aug '15			
	Facebook Ads		MarComm	Aug '15			
	Paid Search Management		MarComm	Aug '15			
	Repurpose existing content to co-branded		MarComm	Aug '15			
Marketing Communications	Spec-sheet		MarComm	Aug '15			
	Develop new content based on 6 months product experience		MarComm	Aug '15			
	Advertisements		MarComm	Aug '15			
	Hi Res User Photos		MarComm	Aug '15			
	User video		MarComm	Aug '15			
	Support customer PR needs		MarComm	Aug '15			
	Press release		MarComm	Aug '15			

FILE PRODUCED IN NATIVE

Hanger Launch activity	Tactic	Description	Owner	Target completion	Actual completion	Status	Comments
Internal prep	Product information	Product information, spec sheets	PM	CW 50 2014			Hanger requires product information for internal promotion
	Hi-res photography		PM	CW 50 2014	CW 52 2014	completed	Hanger requires product information for internal promotion
	Pricing	Pricing to Hanger		CW 1	CW 4	completed	Hanger requires pricing 2-4 weeks in advance of launch
	Product Samples	Hanger requires 6 product samples	MM/PM	CW 06			Hanger has committed to 2 patient fittings Feb 2
Internal Training	PCS and Tech Support training	Annual Sales Meeting	MM/PM	CW 05	14-Jan	completed	Martin Reiger support in NA
	Face-to-Face Sales training		Marketing/PCS	CW 03		completed	Strong program delivered at Annual Sales Meeting
	Customer Service Training		MM/PM	CW 05		completed	Martin Reiger support in NA
	NA Product App Training		MM/PM	CW 05		completed	Martin Reiger support in NA
	NA Service Training	PM	CW 06			Martin Reiger travels to SLC to support Service Team	
	NA Launch Webinar	Sales follow-up training content	MM/PM	CW 05		completed	Martin Reiger support in NA
External Training	Product Overview		MM		Jul-14	completed	
	Beta testing		MM/R&D	Q3'2014	Q4'2014	completed	
	Online training module (Kevin Symms)		MM/PM	CW 04	CW 04	completed	
	Patient fitting training (Kevin Carroll)		MM/PCS	CW 50 2014	CW 04	completed	
	Online training module to clinicians		MM/PM	CW 02	CW 04	completed	
	Develop External Training		PCS	CW 4		incomplete	tied to receiving training presentation
	Certification Course		PCS	CW 4		incomplete	tied to receiving training presentation
Hanger Education Fair	Product presentation		MM/PCS	CW 06			
	Patient model demonstration		MM/PCS	CW 06			
Reimbursement	Update L-Code/HCPCS Sheet/Website		Reimbursement	CW 50 2014	CW 50 2014	completed	
	MSRP sheet update		Reimbursement	CW 05	CW 50 2014	completed	
Logistics	Inventory stock positioned	100 units of inventory	MM/PM	CW 06			96 units planned for CW 5 in NA Logistics Center
Marketing Communications	Provide Hanger promo content		MarComm	CW 06			
	Press release		MarComm	CW 06			
	Hi-res photography		PM	CW 50 2014	CW 52 2014	completed	Hanger requires product information for internal promotion
	Support Hanger PR activity		MarComm	CW 06			Dependent upon Hanger during exclusivity period
Marketing	Value proposition		MM	CW 06		completed	
	Spec sheet		MM	CW 06			
	Case study/Whitepaper	Hanger has committed to provide patient	MM/Clinical	CW 26			
	Sales background / customer presentation		MM	CW 06			
	Target Elan/Proprio customers	Hanger provided heavy users	MM	CW 08			
	Competitive overview		MM	CW 06			
	Objection handling		MM	CW 06			
Digital Marketing	Hanger exclusive for 3 6 months. Minimal Ottobock activity until Independent launch.		NA			NA	Hanger exclusive for 3 6 months. Minimal Ottobock activity until Independent launch.
			NA			NA	
			NA			NA	
			NA			NA	
			NA			NA	

Independents Launch Activity	Tactic	Owner	Target completion	Actual completion	Status	Comments
Marketing	Customer video	MM				
	Sales background / customer presentation	MM	CW 36			
	Pre orders taken upon request	MM	CW 36			
	Target Elan/Proprio customers	MM	CW 36			
	Customer Webinar	MM	CW 36			
	Trion smart ankle added to Roadshows	MM	CW 36			
	Patient test drives	MM	CW 36			
	Face-to-Face customer training	MM	CW 36			
	AOPA Independent customer events	MM	Q3'15			
	Product Roadshow	MM	quarterly			For TSA, beginning in August
Digital Marketing	Cross marketing through social / websites	MarComm	Aug '15			
	Email newsletter / series	MarComm	Aug '15			
	Google Ads	MarComm	Aug '15			
	YouTube Ads	MarComm	Aug '15			
	Facebook Ads	MarComm	Aug '15			
	Paid Search Management	MarComm	Aug '15			
	Repurpose existing content to co-branded	MarComm	Aug '15			
Marketing Communications	Spec-sheet	MarComm	Aug '15			
	Develop new content based on 6 months product	MarComm	Aug '15			
	Advertisements	MarComm	Aug '15			
	Hi Res User Photos	MarComm	Aug '15			
	User video	MarComm	Aug '15			
	Support customer PR needs	MarComm	Aug '15			
Press release	MarComm	Aug '15				











FILE PRODUCED IN NATIVE

Hanger Launch activity	Tactic	Description	Owner	Target completion	Actual completion	Status	Comments
Internal prep	Product information	Product information, spec sheets	PM	CW 50 2014			Hanger requires product information for internal promotion
	Hi-res photography		PM	CW 50 2014	CW 52 2014	completed	Hanger requires product information for internal promotion
	Pricing	Pricing to Hanger		CW 1	CW 4	completed	Hanger requires pricing 2-4 weeks in advance of launch
	Product Samples	Hanger requires 6 product samples	MM/PM	CW 06			Hanger has committed to 2 patient fittings Feb 2
Internal Training	PCS and Tech Support training		MM/PM	CW 05		completed	Martin Reiger support in NA
	Face-to-Face Sales training	Annual Sales Meeting	Marketing/PCS	CW 03	14-Jan	completed	Strong program delivered at Annual Sales Meeting
	Customer Service Training		MM/PM	CW 05		completed	Martin Reiger support in NA
	NA Product App Training		MM/PM	CW 05		completed	Martin Reiger support in NA
	NA Service Training		PM	CW 06			Martin Reiger travels to SLC to support Service Team
	NA Launch Webinar	Sales follow-up training content	MM/PM	CW 05		completed	Martin Reiger support in NA
External Training	Product Overview		MM		Jul-14	completed	
	Beta testing		MM/R&D	Q3'2014	Q4'2014	completed	
	Online training module (Kevin Symms)		MM/PM	CW 04	CW 04	completed	
	Patient fitting training (Kevin Carroll)		MM/PCS	CW 50 2014	CW 04	completed	
	Online training module to clinicians		MM/PM	CW 02	CW 04	completed	
	Develop External Training		PCS	CW 4		incomplete	tied to receiving training presentation
	Certification Course		PCS	CW 4		incomplete	tied to receiving training presentation
Hanger Education Fair	Product presentation		MM/PCS	CW 06			
	Patient model demonstration		MM/PCS	CW 06			
Reimbursement	Update L-Code/HCPCS Sheet/Website		Reimbursement	CW 50 2014	CW 50 2014	completed	
	MSRP sheet update		Reimbursement	CW 05	CW 50 2014	completed	
Logistics	Inventory stock positioned	100 units of inventory	MM/PM	CW 06			96 units planned for CW 5 in NA Logistics Center
Marketing Communications	Provide Hanger promo content		MarComm	CW 06			
	Press release		MarComm	CW 06			
	Hi-res photography		PM	CW 50 2014	CW 52 2014	completed	Hanger requires product information for internal promotion
	Support Hanger PR activity		MarComm	CW 06			Dependent upon Hanger during exclusivity period
Marketing	Value proposition		MM	CW 06		completed	
	Spec sheet		MM	CW 06			
	Case study/Whitepaper	Hanger has committed to provide patie	MM/Clinical	CW 26			
	Sales background / customer presentation		MM	CW 06			
	Target Elan/Proprio customers	Hanger provided heavy users	MM	CW 08			
	Competitive overview		MM	CW 06			
	Objection handling		MM	CW 06			
Digital Marketing	Hanger exclusive for 3 6 months. Minimal Ottobock activity until Independent launch.		NA			NA	Hanger exclusive for 3 6 months. Minimal Ottobock activity until Independent launch.
			NA			NA	
			NA			NA	
			NA			NA	
			NA			NA	

Independents Launch Activity	Tactic	Owner	Target completion	Actual completion	Status	Comments
Marketing	Customer video	MM				
	Sales background / customer presentation	MM	CW 36			
	Pre orders taken upon request	MM	CW 36			
	Target Elan/Proprio customers	MM	CW 36			
	Customer Webinar	MM	CW 36			
	Trion smart ankle added to Roadshows	MM	CW 36			
	Patient test drives	MM	CW 36			
	Face-to-Face customer training	MM	CW 36			
	AOPA Independent customer events	MM	Q3'15			
	Product Roadshow	MM	quarterly			For TSA, beginning in August
Digital Marketing	Cross marketing through social / websites	MarComm	Aug '15			
	Email newsletter / series	MarComm	Aug '15			
	Google Ads	MarComm	Aug '15			
	YouTube Ads	MarComm	Aug '15			
	Facebook Ads	MarComm	Aug '15			
	Paid Search Management	MarComm	Aug '15			
	Repurpose existing content to co-branded	MarComm	Aug '15			
Marketing Communications	Spec-sheet	MarComm	Aug '15			
	Develop new content based on 6 months produ	MarComm	Aug '15			
	Advertisements	MarComm	Aug '15			
	Hi Res User Photos	MarComm	Aug '15			
	User video	MarComm	Aug '15			
	Support customer PR needs	MarComm	Aug '15			
	Press release	MarComm	Aug '15			

FILE PRODUCED IN NATIVE

	Ottobock	Ottobock	Ossur	Fillauer	Endolite
					
	Triton smart ankle	Meridium	Proprio	Raize	Elan
Level ground walking	Triton LP characteristic plus 2-4° hydraulic compliance	36° ROM	active toe lift (DF) in swing phase	???	Foot characteristic plus 9° hydraulic ROM
Slow walking	+1° DF for more clearance in swing	increased roll-over resistance	no adaptation	no adaptation	no adaptation
Fast walking	+1° PF to support longer step length	reduced roll-over resistance	no adaptation	no adaptation	TT only: increased PF resistance / reduced DF resistance
Ramps/slopes up	Triton LP characteristic plus 2-4° hydraulic compliance and gradual adaptation up to 17°	Full, real time adaptation	Adaptation to 1/2 slope degree from 3rd/4th step	yes, several steps	Increased PF resistance / reduced DF resistance
Ramps/slopes down	Triton LP characteristic plus 2-4° hydraulic compliance and gradual adaptation up to 17°	Full, real time adaptation	Adaptation to 1/4 slope degree from 3rd/4th step	immediate adaptation to slope degree, plus 1-2° rollover angle	Reduced PF resistance / Increased DF resistance
Uneven terrain	Triton LP characteristic plus 2-4° hydraulic compliance	Full, real time adaptation in AP direction	???	???	Foot characteristic plus 9° hydraulic ROM
Standing	ROM limited to hydraulic compliance (2-4°)	intuitive standing function (lock)	???	???	no ROM limitation (full 9°)
Standing on slopes	Initiation of Relief Function to achieve full ground contact (but no lock)	intuitive standing function (lock)	no lock	no lock	no lock (full ROM)
Relief Function	yes (DF/PF)	yes (PF only)	yes (PF only)	???	???
Stairs up	+1° DF	???	increased toe clearance after 3 steps	no	no
Stairs down	no extra support	stairs function allows for full foot on stair	increased toe clearance after 3 steps	no	no
Heel Height Adjustment	0 - 50 mm	0 - 50 mm	0 - 50 mm	yes (xx mm)	no
Pro's	- high ROM - high battery capacity	- only with real time adaptation to terrain - standing function (ramps)	- active toe lift (DF) in swing phase	- low weight - low build height	- slim design - relatively low weight - immediate adaptation to terrain w/ resistance changes
Con's	- high weight - incremental/ gradual adaptation	- high weight - rigid concept without battery power - noisy when walking barefoot	- long adaptation time to ramps and stairs	- no ideal rol-over characteristic - difficult adjustment (dampening settings are not independent)	- low ROM - no standing function on level ground - very sensitive to alignment

	Ottobock	Ottobock	Ossur	Fillauer	Endolite	BiOM	Freedom Innovations	Freedom Innovations	Fillauer	Endolite	Endolite	Freedom Innovations
							???	???				
	Triton smart ankle	Meridium	Proprio	Raize	Elan	BiOM T2	Kinnex	Powered Ankle	Motion Control	Echelon	Avalon K2	Kinterra
Type (MP/mechanical)	MP	MP	MP	MP	MP	MP	MP	MP	mechanical	mechanical	mechanical	mechanical
Type (ankle/foot)	ankle	foot	ankle	ankle	ankle	ankle	ankle	ankle	ankle	ankle	ankle	ankle
ROM in ° (DF/PF)	34 (17/17)	36,5 (14,5/22)	28 (18/10)	40 (20/20)	9 (3/6)	15 (0/15)	40 (20/20)		50	9 (3/6)	12 (6/6)	12 (2/10)
Adjustable	degree of adaptation	yes, independend, resistance		yes	resistance		yes		yes, independ		yes, but not independend	yes, independend, resistance
Build Height	26: 150 mm	S: 161/ M: 171/L: 173	168/176 mm	90mm (24-28) 95mm (29-30)	170mm (25-26) 175mm (27-30)	217 mm			92 mm		116 mm	120 mm
System Height	SH 120-137 mm	SH 132-145 mm										
Heel Height	n.a.	n.a.	n.a.		10 mm				not specified	10 mm	10 mm	10 mm
Heel Height Adjustment	0 - 50 mm	0 - 50 mm	0 - 50 mm	yes	*	*	yes		*	*	*	
Sizes	22 - 29 cm	24-29 cm	22-30 cm	24-30 cm	22-30 cm	25-30 cm			22-30 cm	22-30 cm	22-30 cm	22-31 cm
Weight	1280-1660 g	≈1500 g	1400 g	735-797g plus ~200g CPU/battery	1200 g	~2400g			780 g		780 g (26)	795 g (25)
Relief Mode	yes (DF/PF)	yes (PF)	yes (PF)		*					*	*	
K Level	2 - 4	2 - 4	low-mod	3	(2) 3 (4)	low-mod			2 - 4	3	2	3
Standing Stop	(yes)	yes	(yes)	*	*		(yes)		*	*	*	*
Hydraulic (passive)	yes	yes	*	yes	yes	*	yes	*	yes	yes	yes	yes
Motor (active)	*	*	yes	*	*	yes (powered)	*	yes (powered)	n.a.	n.a.	n.a.	n.a.
Battery integrated	yes	yes	no	no	yes	no			n.a.	n.a.	n.a.	n.a.
Battery life (in hours)	48-72	24	24-48	48	24	less than a day			n.a.	n.a.	n.a.	n.a.
Remote/App	App	Remote/App	keypad	Remote	*				n.a.	n.a.	n.a.	n.a.
Body weight (max.) kg	100 kg (125 kg)	100 kg (125 kg)	22-24: 100kg 25-30: 125 kg	100 kg	125 kg	113 kg			100 kg	125 kg	125 kg	125 kg
Body weight (max.) lbs	220 lbs (275 lbs)	220 lbs	22-24: 220 lbs 25-30: 275 lbs	220 lbs	275 lbs	250 lbs			220 lbs	275 lbs	330 lbs	275 lbs
real time	no	yes	no	(yes)	(yes)		(yes)		(yes)	(yes)		
gradual or full adjustment	gradual	full	full	gradual	full				full	full		
Carbon foot	yes	no	yes		yes		yes		yes	yes	yes	yes
Ankle Lock	yes	yes		yes					yes			
Setup via	Tablet	Computer		Computer	Computer				n.a.	n.a.	n.a.	n.a.
Stairs Function	yes (+1° DF up)	yes	(yes)	*	*	yes (push up)	yes ???					
Warranty (in months)	36	36 / 72	24 / 36 / 60	24	36				24			36
Service Intervals	condition-based				after 20 months							

FILE PRODUCED IN NATIVE

Product Launch Activity	Tactic	Owner	Target completion	Actual completion	Status	Comments
Internal Training	Professional Clinical Services Product and APP Training (Mark Edwards Group)	Byron Backus	wk 12		In Progress	Mark to get back to Adam end CW 8 1 sample will be shipped on Feb 13th Byron Erica Gary are C-Leg 4 Trainers
	Technical Support Product and APP Training (Jerry Gohman's Group)	Cale/Mark	wk 13			
	Customer Service Training/Patient Navigator Product & APP Training (Emily Gibson's Group)	Adam McPherson	wk 13			
	Service Training	Marc Cramer	wk 12 in Vienna		In Progress	Training already arranged with Terry Racjezk/Jimmy Hendrickson in Vienna as tools will not be in SLC at that time. Tools will be sent in parallel to the training.
	Face-to-Face Sales Product and APP Training (4 Regions)	Mark Edwards PM support needed?	March 26th			Main component exchange at launch (exchange directly in SLC - no waiting time for parts from Vienna) complete service later Adam to finalize locations. 3 samples will be available in the US: 1 sample of Mark Edwards 2 samples from lifestyle shooting after product photography
	Launch Webinar Training	Adam McPherson	March 26th			East - Philadelphia or DC Central - Chicago Midwest - Dallas West - San Diego
	Customer Service Configurator Training	Niklas Gödecke				WebEx training planned by Niklas Gödecke. Test with US team planned before launch.
External Training	Finalize E-Learning Module (for C-Leg certified CPs)	Katrin Riemann Miriam Cuny-Pierron Mark Edwards	March 31st		In Progress	Edwards receives C-Leg 4 CW 8 Adam needs to understand the merging of current C-Leg certified database to NEW Learning management system (LMS) First e-Learning module comes for review end of wk 8
	Finalize E-Learning Module (for NON C-Leg certified CPs)	Mark Edwards	not needed		o	Should be kept the same as today: CPO gets certified for 3C98-2 (current online training) and does update e-learning for C-Leg 4. Important as "old" C-Legs will still come in.
	Finalize In-person Customer Training with CEUs	Mark Edwards	March 31st			Need final slides from Academy Vienna
Hanger	Hanger Face-to-Face meeting	Adam McPherson				
Reimbursement	New codes Yes/No	MM/PM	wk 9		In Progress	
	C-Leg Reimbursement Reference Guide Coding Options Microprocessor Knees (Includes Heli3D Hip) Update L-Code/HCPCS Sheet/Website Reimbursement margin analysis	Kimberly Hanson Kimberly Hanson Kimberly Hanson	wk 15/16 wk 15/16 wk 15/16			
Logistics	Set Up Article numbers in SAP for US and Canada	Maik Senger				Global article numbers can be found in GLP already in SAP
	Set Up Pricing for US and Canada	Adam McPherson	wk 9		In Progress	Same as for C-Leg today? (discussed with Scott/Brad/Matt/Walter)
	US & Canada Loaners	Jimmy Hendrickson/Marc Cramer	wk 9		done?	Ordered from MASC loaner pool (long term rental) 35pcs. planned by Chris Dahlstrom
	US Samples Canada Samples Hanger HD excel documents	Adam McPherson/Jimmy Hendrickson/Marc Cramer	wk 8 wk 8		done?	
	Understand C-Leg 4 Production Plan	Maik Senger/Adam McPherson			done	Production plan discussed and agreed on Feb 20th (Maik Senger Brad Ruhl Walter Governor RodMcCrimmon Cali Solorio Liesa Doppler)
	Understand C-Leg 4 Accessoires Production Plan	Maik Senger/Adam McPherson	wk 9		In Progress	
	Inventory stock positioned	MM/PM	wk 9			
Marketing Communications	Battle Sheet	Liesa Doppler	March 20th		In Progress	
	Sales Pitch	Liesa Doppler	March 20th		In Progress	
	CPO Brochure	Liesa Doppler/Karen Lundquist	April 2nd		In Progress	
	Patient Brochure	Liesa Doppler/Karen Lundquist	April 2nd			
	Press release	Karen Lundquist	April 2nd			
	Press kit	Karen Lundquist	April			
	Media relations	Karen Lundquist	April			
	Customer e-mail template	Karen Lundquist	April			
	Customer Posters	Karen Lundquist	April/May			
	Competitive Matrix	Dries Glorieux/Liesa Doppler	Feb 23th		In Progress	
	Differenation to C-Leg 3	Liesa Doppler/Balazs Polonyi	Feb 23th		In Progress	
	Differenation to Genium	Liesa Doppler/Balazs Polonyi	Feb 23th		In Progress	
	Differenation to X3	Liesa Doppler/Balazs Polonyi	Feb 23th		In Progress	
	Hi-res photography	Michael Wolf	March 26th		March 5-15th	
Video production	Michael Wolf	March 26th		March 5-15th		
Clinical/Pro/User referral materials	MarComm/MM					
Order Forms	MarComm					
Update App Data Room	MarComm					
MPK Portfolio Brochure	Liesa Doppler	May			Can be used after launching Genium FL and Kenevo	
Marketing	North America Launch Package	Liesa Doppler	March 26th		In Progress	
	Value proposition	Adam McPherson/Liesa Doppler	Feb 23th			
	Sales backgrounder	Adam McPherson/Liesa Doppler	March 26th			
	Customer presentation	Adam McPherson/Liesa Doppler	March 26th			
	White paper/Case study	Liesa/Balazs/Andreas Hahn	March 26th			
	Objection handling FAQ	Liesa Doppler/Balazs Polonyi	March 20th			
	Update e-commerce	Adam McPherson	at launch			
	IFU complete and available	Liesa Doppler	Feb 20th			
Digital Marketing	Launch communications / follow-up	MM				
	Include C-Leg 4 into Product specific/roadshow events	Adam McPherson				
	Co-sponsored non-profit events	MM/MarComm				
	Trade shows	MM/MarComm				
	Update consumer website	Liesa Doppler/Karen Lundquist	at launch			
	Social Media plan content and calendar	Karen Lundquist				
	Email blasts/ newsletters / series plan	Karen Lundquist				
	Digital purchase plan					
	Google Ads	Karen Lundquist				
	YouTube Ads	Karen Lundquist				
Facebook Ads	Karen Lundquist					
Paid Search Build	Karen Lundquist					
Paid Search Management	Karen Lundquist					
Landing Page Versioning B2B	Karen Lundquist/Liesa Doppler	at launch				
Landing Page Versioning B2C	Karen Lundquist/Liesa Doppler	at launch				
Co-branded video series with strategic customers non-profit	Karen Lundquist					
Repurpose existing content to co-branded	Karen Lundquist					

PX01524

REDACTED IN ENTIRETY

PX01526

Message

From: Solorio, Cali [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=SOLORIO, CALI16D]
Sent: 10/22/2015 8:46:47 PM
To: Ruhl, Brad [/O=SYCOR/OU=MINNEAPOLIS/cn=Recipients/cn=Brad.Ruhl]; Pfuhl, Helmut [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=pfuhl]; Stitz, Thomas [/O=SYCOR/OU=DUDERSTADT/cn=Recipients/cn=Thomas.Stitz]; Doppler, Liesa [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Grasch, Liesa203]; McCrimmon, Rodney [/O=SYCOR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=McCrimmon, Rodney60]; Polonyi, Balazs [/O=SYCOR/OU=GOETTINGEN/cn=Recipients/cn=User/cn=hububapo]
Subject: FOR REVIEW: Updated C-Leg 4 Battle Card
Attachments: 13212C C-Leg 4 Battle Card.pdf

Hi everyone,

We have implemented the changes below to the C-Leg 4 Battle Card. As promised, I am sharing with you before we move forward with distribution to the field. Please let me know if you believe we should make any additional changes. Also, I don't believe we came to a final consensus on the "Years on market" point. I have in my notes that we could replace this with a comparison point around "Last Product Update" or "Number of Product Updates", but I would need some help from PM if we do this or if we amended Orion's years on market number.

Edits:

1. Change "Adjustable modes for special activities" to "Multiple adjustable modes for special activities"
2. Change "Clinical publications¹" to "Officially published clinical publications¹"
3. Remove "No charge reimbursement support"
4. Remove "No fixed service intervals"

I would also like to revisit the comment made on our last call about not using this piece as a leave behind. This piece has been an incredible sales enablement tool for our team and is currently the only one we have that clearly differentiates C-Leg from our competition. We have to get to a level of comfort with this piece that makes it worthy of printing in a publication – even if we never do that again.

I welcome your thoughts and concerns, and hope that we can come to an agreement that everyone can feel comfortable with.

Kind regards,
Cali

Cali Solorio
Market Manager, Lower Limb Mechatronics

T 512 806 2655
M 512 470 7119
Cali.Solorio@ottobock.com

Not all MPKs are created equal. Introducing C-Leg 4.



	C-Leg 4	Orion 2	Plié 3	Rheo 3
Years on market ¹	18	4	6	8
Officially published clinical publications ¹	62	1	1	6
PDAC verified ²	✓			
Default stance for increased safety	✓	✓	✓	
Real time swing and stance control	✓			✓
Reliable stance release on challenging surfaces	✓			
Stance control on stairs, ramps and across all terrain	✓	✓	✓	✓
Clinically proven stumble recovery ³	✓			✓
Knee stability when walking backwards	✓			
Dual standing functions	✓			
Sitting function	✓			✓
IP rating ⁴	67		67	
Multiple adjustable modes for special activities	✓			
User smartphone app	✓			
Activity report	✓		✓	✓

¹ Includes all product versions.

² L5928, L5845, L5846, L5856 and L5930 are verified. L5950, L5925 and L5999 are pending verification.

³ C-Leg 4: International C-Leg Studies, published by Otto Bock HealthCare GmbH, 3rd Edition, 2014, 646B33=GB-05-1403; Rheo 3: In some situations, stumble recovery requires increased compensatory movements therefore it is not as effective as C-Leg. Bellman M, Schmalz T, Blumentritt S., "Comparative biomechanical analysis of current microprocessor-controlled prosthetic knee joints.", Arch Phys Med Rehabil 2010; 91:644-52.

⁴ As stated in international standard IEC 60529, IP or Ingress Protection rating refers to the degree of protection provided against the intrusion of solid objects, dust, accidental contact and water in electrical enclosures.

Sources: www.endolite.com/products/orion2, www.freedom-innovations.com/plie3, www.ossur.com/prosthetic-solutions/products/knees-and-legs/bionic-knees/rheo-knee-3

Reclaim your determination

ottobock.



Your patients want peace of mind operation. With C-Leg 4 they can:

- **easily navigate** ramps, stairs and nearly every type of challenging surface
- **walk backwards** with confidence
- **recover balance faster** with enhanced stumble recovery
- **participate in activities** that involve exposure to fresh water without worry
- **quickly change modes** and monitor battery life via a new Cockpit app
- **choose the type of stance support** they're most comfortable with
- **customize the design** with color options and Protective Cover shield inserts

C-Leg 4 can help you grow your business. Now you can:

- **expand fitting opportunities** to those with less clearance
- **streamline fitting appointments** with simplified alignment software
- **eliminate risk when cutting pylons** with the use of a standard option
- **drive positive outcomes** by monitoring patient progress with new activity report
- **avoid inconvenient** and time consuming service requirements
- **bill with confidence** knowing C-Leg 4 is PDAC verified*

Ottobock US · P 800 328 4058 · F 800 655 4963 · www.ottobockus.com
Ottobock Canada · P 800 665 3327 · F 800 436 3659 · www.ottobock.ca

Contact your sales representative to place an order or learn more about C-Leg 4.

PX01703

ottobock.

C-Leg 4 Global Launch Plan





Agenda

- | | |
|--|--|
| <p>1 Executive Summary</p> <ul style="list-style-type: none"> 1.1 Key Message 1.2 30 Second Elevator 1.3 Time Plan <p>2 Sales and Marketing Goals</p> <ul style="list-style-type: none"> 2.1 Qualitative Goals 2.2 Quantitative Goals <p>3 Product Analysis</p> <ul style="list-style-type: none"> 3.1 Product Introduction 3.2 Indication/ Field of Application 3.3 Product Features 3.4 Product Benefits – User 3.5 Product Benefits – CPO 3.6 Product Variations 3.7 Accessories 3.8 Cockpit App 3.9 Data Station Activity Report 3.9.1 Winning Combination / System Benefits <p>4 Portfolio Context</p> <ul style="list-style-type: none"> 4.1 Segmentation 4.2 Internal Portfolio Positioning <p>5 Competitor Analysis</p> <ul style="list-style-type: none"> 5.1 Functional Differentiation to OB & External Products | <p>6 Pricing</p> <ul style="list-style-type: none"> 6.1 Recommended Market Price 6.2 IC Pricing – Product 6.3 IC Pricing – Spare Parts <p>7 Marketing Communication</p> <ul style="list-style-type: none"> 7.1 Launch Campaign 7.2 Marketing Materials 7.3 Sales Pitch 7.4 Battle Card <p>8 Training</p> <ul style="list-style-type: none"> 8.1 Requirements 8.2 Content of Training Presentation 8.3 Ottobock Academy Portal <p>9 Logistics</p> <ul style="list-style-type: none"> 9.1 Content of the Box 9.2 Order Processing <p>10 Service</p> <ul style="list-style-type: none"> 10.1 Warranty / Guarantee 10.2 Loaners 10.3 Repair <p>11 FAQs around C-Leg 4</p> |
|--|--|

1 Executive Summary

1.1 Key Message

C-Leg 4

Reclaim your determination



- C-Leg Redesign with improved functionality and features in the price range of C-Leg.
- 17 years of experience and competence.
- The safest C-Leg ever – with clinically proven effectiveness.
- The C-Leg 4 is not more and not less than the best C-Leg ever.



1 Executive Summary

1.2 30 Second Elevator

<p>Goals <i>What do we want to achieve?</i></p> <ul style="list-style-type: none"> • Significant and sustainable life cycle extension of the C-Leg. • Counteract competitors. • Regain market share. • Increase volume (revenue & unit) • Geographic expansion. 	<p>Tactics <i>How do we get there?</i></p> <ul style="list-style-type: none"> • Regain market share through aggressive competitor strategy. • Upgrade from mechanical to mechatronic knees. 	<p>Benefits <i>What makes the product unique?</i></p> <ul style="list-style-type: none"> • New stance release and swing behavior. • Dual stance function. • Enhanced Stumble Recovery • Weatherproof (IP67) • Cockpit App for Android. • Full coverage via protector. • Easy set up & adjustment process. • Quick update course for C-Leg certified CPO's.
<p>Main Indication</p> <ul style="list-style-type: none"> • TF; KD; HD; bilateral; MOBIS 2 – 3 – 4 • Weight limitation: 136 kg/300 lbs 		
<p>Pricing</p> <ul style="list-style-type: none"> • Intercompany price: package price configuration similar to C-Leg • Recommended market price: package price configuration similar to C-Leg 		
<p>International Launch Date</p> <ul style="list-style-type: none"> • North America: Q2 2015 • Rest of the World: Q3 – Q4 2015 		



1 Executive Summary

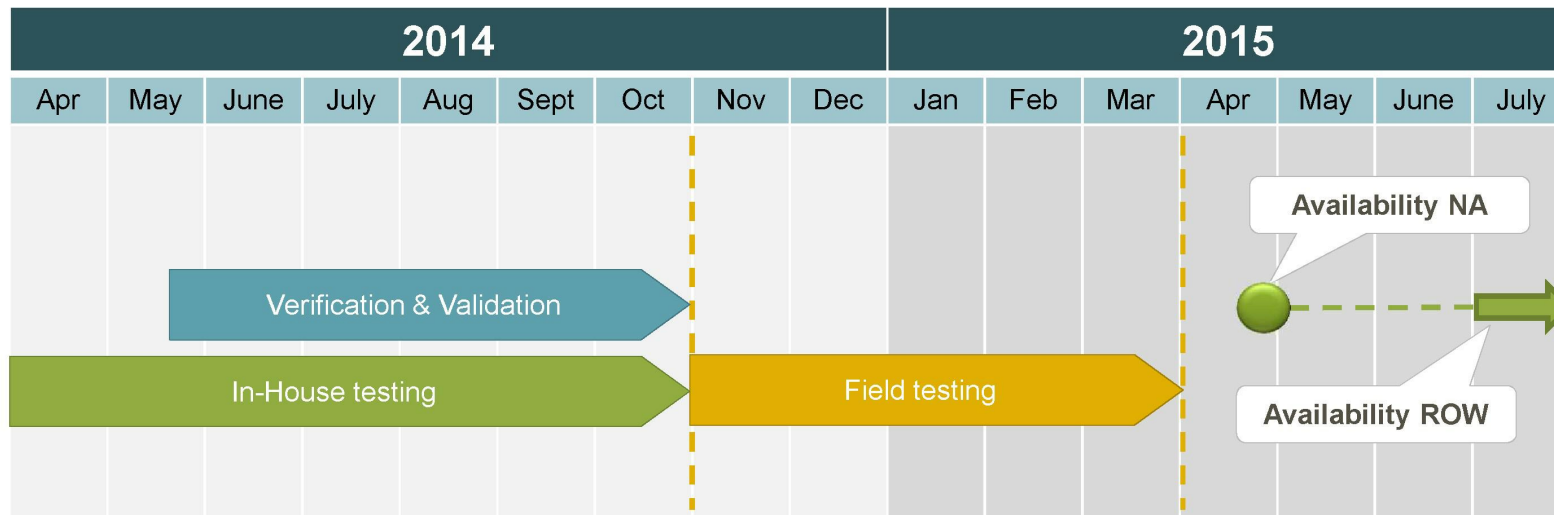
1.3 Time Plan





1 Executive Summary

1.3 Time Plan





Agenda

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| <p>1 Executive Summary</p> <ul style="list-style-type: none"> 1.1 Key Message 1.2 30 Second Elevator 1.3 Time Plan | <p>6 Pricing</p> <ul style="list-style-type: none"> 6.1 Recommended Market Price 6.2 IC Pricing – Product 6.3 IC Pricing – Spare Parts |
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| <p>4 Portfolio Context</p> <ul style="list-style-type: none"> 4.1 Segmentation 4.2 Internal Portfolio Positioning | <p>9 Logistics</p> <ul style="list-style-type: none"> 9.1 Content of the Box 9.2 Order Processing |
| <p>5 Competitor Analysis</p> <ul style="list-style-type: none"> 5.1 Functional Differentiation to OB & External Products | <p>10 Service</p> <ul style="list-style-type: none"> 10.1 Warranty / Guarantee 10.2 Loaners 10.3 Repair |
| | <p>11 FAQs around C-Leg 4</p> |



2 Sales and Marketing Goals

2.1 Qualitative Goals

- Regain market share from competitors especially from Plié in the US and expand the market penetration in the MPK segment.
- Counteract competitors like Plié 3, Rheo 3, Orion 2. Aggressive competitor strategy.
- Improvement of a very well established product regarding functionality.
- Increase reliability and ease of use.
- Simplify fitting criteria's.
- Eliminate current bugs.
- C-Leg 4 will replace current C-Leg in the product portfolio.
- The success of C-Leg 4 is crucial regarding our WT2 goal achievement.
- C-Leg became the strongest brand and standard of care in the MPK segment during the last 17 years.
→ Therefore **“No failure is allowed”!**

Qualitative Goals:

Significant and sustainable life cycle extension of the C-Leg.

- Make a good product even better.
- Develop it as good as necessary but not as good as possible.
- Aggressive competitor strategy.

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Agenda

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| <p>1 Executive Summary</p> <ul style="list-style-type: none"> 1.1 Key Message 1.2 30 Second Elevator 1.3 Time Plan <p>2 Sales and Marketing Goals</p> <ul style="list-style-type: none"> 2.1 Qualitative Goals 2.2 Quantitative Goals <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; margin: 10px 0;"> <p>3 Product Analysis</p> <ul style="list-style-type: none"> 3.1 Product Introduction 3.2 Indication/ Field of Application 3.3 Product Features 3.4 Product Benefits – User 3.5 Product Benefits – CPO 3.6 Product Variations 3.7 Accessories 3.8 Cockpit App 3.9 Data Station Activity Report 3.9.1 Winning Combination / System Benefits </div> <p>4 Portfolio Context</p> <ul style="list-style-type: none"> 4.1 Segmentation 4.2 Internal Portfolio Positioning <p>5 Competitor Analysis</p> <ul style="list-style-type: none"> 5.1 Functional Differentiation to OB & External Products | <p>6 Pricing</p> <ul style="list-style-type: none"> 6.1 Recommended Market Price 6.2 IC Pricing – Product 6.3 IC Pricing – Spare Parts <p>7 Marketing Communication</p> <ul style="list-style-type: none"> 7.1 Launch Campaign 7.2 Marketing Materials 7.3 Sales Pitch 7.4 Battle Card <p>8 Training</p> <ul style="list-style-type: none"> 8.1 Requirements 8.2 Content of Training Presentation 8.3 Ottobock Academy Portal <p>9 Logistics</p> <ul style="list-style-type: none"> 9.1 Content of the Box 9.2 Order Processing <p>10 Service</p> <ul style="list-style-type: none"> 10.1 Warranty / Guarantee 10.2 Loaners 10.3 Repair <p>11 FAQs around C-Leg 4</p> |
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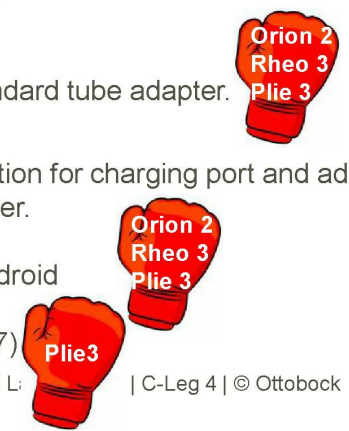


3 Product Analysis

3.1 Product Introduction



- 1 New naturally-shaped carbon frame design. All sensors integrated.
 - Lower system height.
 - Bluetooth integrated.
 - Louder beeper. Adjustable by the user.
 - New Drivetrain (Meridium, Planetary Gears)
- 2 Knee bending-angle 130° (C-Leg: 125°; Genium: 135°)
 - Flexion-stop 8° (pre-mounted)
- 3 Inertial Motion Unit (IMU)
- 4 Knee angle sensor
- 5 Using of 2R57 standard tube adapter.
- 6 New posterior position for charging port and additionally protection by a cover.
- 7 Cockpit App for Android
- 8 Weatherproof (IP67)



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3 Product Analysis

3.2 Indication/ Field of Application



User profile:

- Mobility grade: 2 – 3 – 4 (C-Leg today: MG 3 – 4)
 - Stance release independent from toe load
 - Reliable stance release at small steps
 - Enhanced Stumble Recovery
- Amputation levels: TF, KD, HD, Bilateral
- Weight limit: 136kg/300lbs, 125kg/275lbs with torsion unit
- High demand of safety combined with efficient stance release and control.
- High walking speed (> 5 km/h) and/or long walking distances (5 km).
- Varying walking speed and step length
- Varying terrain
- Walking downstairs and ramps
- Demand of additional modes (e.g. standing with flexed knee, cycling)

3 Product Analysis

3.3 Product Features

More harmonic gait pattern and more effortless gait.

- Prosthetic Control based on patented 3D Motion Analysis and Force Determination.
- Advantages C-Leg 4 over current C-Leg: Prosthetic Control mainly based on motion (user movements) instead of forces.
 - Forces are often biased by ground conditions (e.g. sand, grass, gravel), carrying objects or using walking aids. Motion is independent of these variable factors.



New patented motion based analysis allows for a smoother transition from stance to swing that is independent from toe load and effective across all terrain even in sand, grass or gravel.

Stance Release



Swing phase flexion angle can be individually pre-adjusted and the knee adapts +/- 3° according to varying walking speeds.

Swing phase extension resistance is real-time controlled at variable cadence, on stairs and ramps.

Swing Phase

Stance phase flexion is individually programmable (like current C-Leg)

Stance phase extension dampening is real time controlled for more harmonic gait pattern.

Stance Flexion

3 Product Analysis

3.3 Product Features

Improved safety package

- Prosthetic Control based on patented 3D Motion Analysis and Force Determination.
 - Knee Angle
 - Inertial Motion Unit (IMU) with gyroscope and accelerometers
 - Force Determination
- IMU technology was not available at times of C-Leg, strain gauges was the best available technology. Today motion based control is state of the art!



The system senses trips and stumbles and provides a permanently higher resistance than stance phase flexion level - helping to prevent falls.

Enhanced Stumble Recovery



Intuitive Stance :Recognizes any situation that puts strain on the prosthesis in the flexion direction but where flexion is not permitted.

Manual Stance: Safe and reliable standing especially for bilateral users. (via motion pattern)

Dual Stance Function



Safe walking backwards without cognitive effort

Walking Backwards

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3 Product Analysis

3.4 Product Benefits – User



Stance release and swing behavior:

- Reliable stance release at variable cadence and in confined spaces
- Very easy and trustworthy first steps on the "new" prosthesis. No need of "learning to walk"
- More harmonic gait pattern and more effortless gait in every situation.
- Reliable stance release on soft terrains (e.g. sand, grass, gravel) and when carrying objects. (Not always possible with current C-Leg)
- Walking with stance flexion easier than with current C-Leg possible.

Safety:

- Monitoring of every movement 3 dimensional. (Orientation in space)
- Safe walking backwards.
- Easier to avoid critical situation.
- Easier to find balance when stumbling. → More secure feeling.

Dual stance function: (selectable by the practitioner via PC software)

- Intuitive stance.
- Manual stance.

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3 Product Analysis

3.4 Product Benefits – Testimonials

„I can walk longer distances without getting as tired as before“

„The knee is lighter than C-Leg and the swing is more smooth.“

„My back pain has gone“

Wow!

You don't have to do anything just walk.

“Conversation with my therapist:

- What have you done during the last two weeks? Your gait and back muscles are much more relaxed.
- Maybe because of my new leg?“

“I can stand without thinking on it. It is very natural and I am less tired after a working day in a shop.”

“Wow... They made the knee much smaller”

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3 Product Analysis

3.5 Product Benefits – Practitioner/CPO



Standard tube adapter:

- Due to state of the art sensor technology it is possible to control the prosthesis without strain gauges in the pylon.
- No selection of tube length.
- No high risk (cost) when cutting the tube.
- Larger population can be fitted due to smaller system height (joint and tube adapter).

Simple adaptation via Data Station:

- Quick adaptation with only 4 sliders and one button.
- Time saving.

No certification for C-Leg certified technicians:

- Only up-date course needed. → No ordering without update course possible!
- Up-Date course via E-Learning possible. Regarding country specific details further discussion with Academy / PM necessary.

3 Product Analysis

3.6 Product Variations

Knee Joint:

- 3C98-3: C-Leg knee joint with pyramid connector, Colour: Volcano Shadow
- 3C88-3: C-Leg knee joint with screw top connector, Colour: Volcano Shadow
- 3C98-3=9.2 C-Leg knee joint with pyramid connector, Colour: Desert Pearl
- 3C88-3=9.2 C-Leg knee joint with screw top connector, Colour: Desert Pearl

Tube Adapter:

- 2R57: Tube Adapter, short, 34 mm, Titanium
- 2R57=T: Tube Adapter, short, 34 mm, Titanium, water resistant
- 2R67: Tube Adapter, 34 mm, with Torsion unit

Scope of delivery:

- 3C98-3 C-Leg
- 2R57/2R57=T/2R67 Tube Adapter
- 4E50-2 Charger
- 757L16-2 AC Adapter
- 4X441-ANDR=V1.0 Cockpit App for Android (Bluetooth pin card with serial number and individual pin code included in the box)

Attention: Due to Cockpit App no Remote Control included!!! It can be configured as a spare part (4X350).

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Coming soon

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3 Product Analysis

3.7 Accessories

4X860 C-Leg Protective Cover



- 1 Customizable Shield Insert
- 2 Amputee can choose between 3 different designs
- 3 Visualization of knee rotation center
- 4 Anatomical frontal surface for comfortable kneeling
- 5 Smooth Surface
- 6 Robust main protector unit
- 7 Area of length adjustment – can be shortened by CPO
- 8 Nonskid textile
- 9 Innovative Foot Cuff - same than for Genium Protective Cover. Hybrid construction consisting of a high-quality plastic and a textile providing stability and flexibility at once. Available in size S, M and L.
- 10 Volume compensation - Underneath long clothing for a less conspicuous appearance
- 11 Closures easy to operate

Global Launch Plan | C-Leg 4 | © Ottobock 20

3 Product Analysis

3.7 Accessories

Ordering example

The article number 4X860 is only used habitually in the everyday language and in some information material and cannot be ordered.

Please note that **two article numbers** have to be ordered to get a complete C-Leg Protective Cover. This is because the Shield Insert (4P863=*) as mandatory part of the Protective Cover is available in different designs so that the Protective Cover needs to be configured.

C-Leg Protective Cover = **4X860=*** C-Leg Protective Cover (w/o shield) + **4P863=*** Shield Insert

4X860=S, M or L

4P863=1, 2 or 3

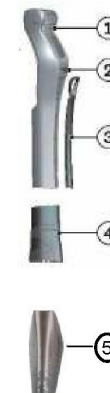
The C-Leg Protective Cover will consequently be **delivered in two different packages**:

1. 4X860=* C-Leg Protective Cover (w/o shield)

The star behind the equal sign stands for the size of the included Foot Cuff, which is the same than for the 4X880=* Genium Protective Cover. Thus, this package includes one Foot Cuff (4) in size S, M or L, the protector main unit (1), the closures (2+3) and both IFUs (for qualified personnel and for users)

2. 4P863=* Shield Insert

This package contains one Shield Insert (5) in Design 1, 2 or 3 as well as a short reference to the IFUs included in 4X860=*





3 Product Analysis

3.7 Accessories

Contact us!

In case of questions about the new [C-Leg 4 Protective Cover](#) and the according market launch please do not hesitate to contact me.

Name:	Sandra Niederstrasser	
Department:	Product Manager PM Lower Limb – Mechanical Components	
Phone:	+49 5527 848-3280	
E-Mail:	sandra.niederstrasser@ottobock.com	

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3 Product Analysis

3.7 Accessories

Further Accessories:



4X440=V1.0 C-Soft Plus
Can be installed unlimited often within one company therefore not necessary to order with every knee. Selectable via configurator.



60X5 Bionic Link PC
For the appropriate Bluetooth® connection to the C-Leg 4. It has to be used for your PC. Bluetooth® adapter for the knee is not needed anymore since the C-Leg 4 has integrated Bluetooth®.



4H105 Knee-Extender
The knee-extender is a tool that is needed for correct bench alignment. It can be used unlimited often therefore not necessary to order with every knee. Selectable via configurator.



4X350 Remote Control
The remote control is not part of the package. It can be ordered separately if needed. E.g. if the user does not have a smartphone or uses iOS. Selectable via configurator.



4X156 Charger Extension Cable - Ankle
Extension of the charging port to the ankle with a cable length of 30 cm / 11,8 inch.



4X157 Charger Extension Cable - Knee
Extension of the charging port to the knee area. Especially beneficial for two piece foam covers.



4X158 Charger Extension Cable – Ankle, long
Extension of the charging port to the ankle with a cable length of 80 cm / 31,5 inch.

Availability of all charger extension cables approx. mid of September.

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3 Product Analysis

3.8 Cockpit App for Android

Ultimate vision: improve ease of use in everyday life

- User friendly and contemporary alternative to the current remote control.
- Operation of microprocessor controlled knee joints and feet.
- Currently compatible with C-Leg 4, Meridium and Genium / X3 Facelift.
- Operation of device combinations in the future.
- Generic design. Same app for different devices. Connected product will be recognized by the app.
- Development of a medical device. (Strict legal and regulatory requirements.)

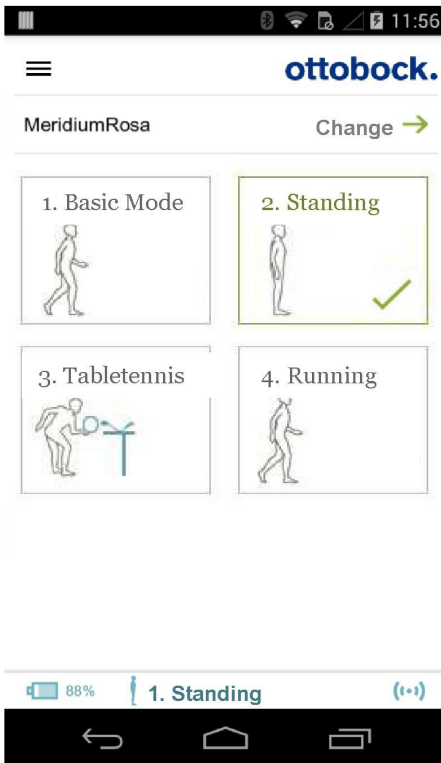




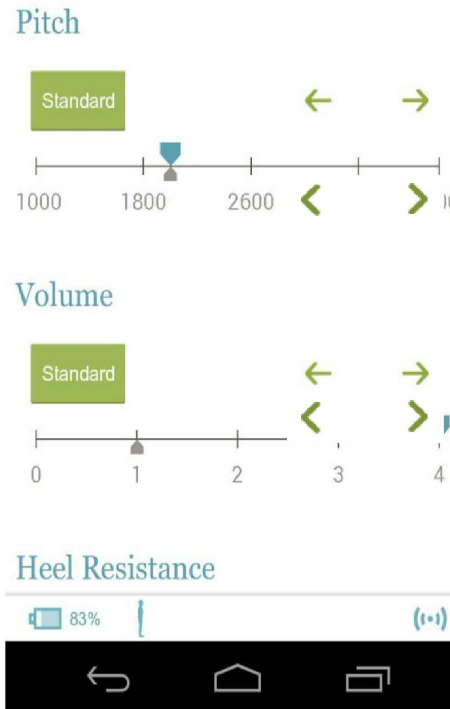
3 Product Analysis

3.8 Cockpit App: Screen Shot Examples

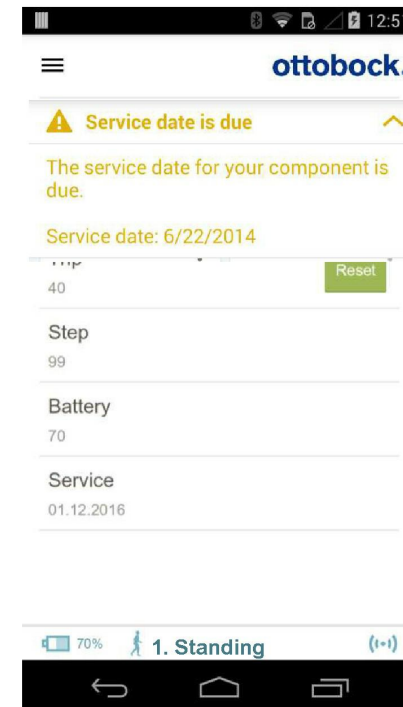
Easy to switch between MyModes for different activities.



Immediate fine tuning.



Status information. Service- and safety relevant failure dialogs.





3 Product Analysis

3.8 Cockpit App vs. Remote Control

- User-friendly and state of the art successor of the current remote control
- Fast pairing and set-up process
- Fast and reliable connection
- Easy and intuitive handling
 - User-friendly navigation
 - Clear dialogs for actions and warnings
 - Separate screen for each function with intuitive icons
- Turn off Bluetooth is possible. (relevant for planes, security areas, etc.)
- Turn on/off several functions like standing, sitting, stairs, etc. (depending on prosthetic device)
- Easy switch between devices for product combinations (e.g. foot and knee joint, bilateral)



3 Product Analysis

3.9 Data Station Activity report

Medicare K-level definitions (USA only)

K1 This patient has the ability or potential to use a prosthesis for transfers or ambulation on level surfaces at **fixed cadence** - a typical limited or unlimited household ambulator.

K2 This patient has the ability or potential for ambulation with the ability to traverse **low-level environmental barriers such as curbs, stairs, or uneven surfaces** - a typical community ambulator.

K3 The patient has the ability or potential for **ambulation with variable cadence** - a typical community ambulator with the ability to **traverse most environmental barriers** and may have vocational, therapeutic, or exercise activity that demands prosthetic use beyond simple locomotion.

K4 The patient has the ability or potential for prosthetic ambulation that exceeds basic ambulation skills, exhibiting high impact, stress, or energy levels - typical of the prosthetic demands of the child, active adult, or athlete.



3 Product Analysis

3.9 Data Station Activity report

Description

- Allows the CPO to generate a report in Datastation
 - Visible on screen and printable as two page document
 - Report can only be saved as print file e.g. with external pdf converter
 - Personal user data only on local CPO PC, no data connection to Ottobock
- Designed for test periods of a few days to weeks (smallest unit 1h)
- Available for:
 - C-Soft Plus for C-Leg4
 - X-Soft for new or serviced (updated) Genium and Genium X3
 - Could later be implemented in M-Soft for Meridium and K-Soft for Kenevo



3 Product Analysis

3.9 Data Station Activity report

Overview

- **Resettable counter:** inactive at prosthesis delivery, counter reset button, deactivation button
- **Test duration:** Total, usage time (excluding charging and standby) and active time (excl. sitting)
- **Step count:** Total, 24h average, steps on stairs and ramps, OPG steps and running steps
- **Speed measurements:** Split in 6 walking speed tiers, average speed, variability of speed
- **Two diagrams:**
 - distribution of active time
 - walking speed distribution

3.9 Data Station Activity report

Differentiation to competitor products



	Ottobock Activity report	Comments	Ossur Workbench Activity report	Comments	Freedom Innovations Activity report	Comments
Compatible MPKs	C-Leg 4 Upcoming Genium Upcoming Genium X3	C-Soft Plus Upcoming X-Soft	Rheo Rheo 3		Plie 2.0	
PC based software, data from MPK.	✓	included in software free of charge	✓	Workbench extension to Rheologic Software. List price approx. US\$ 350, but has been given out for free.	✓	Gait lab software
Date and time information	✓	Last modification date only	✓	Start and end date and time	✓	Test day date only. Designed for short tests. Less than 1 day, probably only a few minutes for each of the 3 walking speeds
Test duration (in hours)	✓		✗		✗	
Period of use (in hours)	✓	= without charging and standby time	✗		✗	
Active time (in hours)	✓	= Period of use - time spent sitting	✗		✗	
Distribution of active time chart	✓		✗		✗	
Standing function period of use	✓		✗		✗	
Variable cadence	✓		✓		✓	
Columns with steps per speed tier	✓		✓		✓	
Pie chart with % per speed tier	✗		✓		✗	
Number of speed tiers for variable cadence	6		6		3	
Speed tiers in mph	< 0.93 0.93 - 1.55 1.55 - 2.17 2.17 - 2.79 2.80 - 3.41 ≥ 3.42	0.62 mph = 52.2 steps/min 1.24 mph = 80.0 steps/min 1.86 mph = 92.3 steps/min 2.49 mph = 100.0 steps/min 3.11 mph = 109.1 steps/min 3.73 mph = 120.0 steps/min	< 0.7 0.7 - 1.1 1.1 - 1.8 1.8 - 2.5 2.5 - 3.8 > 3.8	Speed tiers in mph not evenly spread in available sample, different to km/h sample. Error? If correct, top speed tier very hard to reach	Slow medium fast	Values also expressed in average steps/min depending on user performance
Speed tiers in ft/s	✗		✓		✗	
Average steps per minute	✗		✗		✓	
Walking speed step graphs	✗		✗		✓	
Average walking speed	✓		✗		✗	
Variability of walking speed	✓		✗		✗	
Step count	✓		✓		✗	only per speed tier
Share of steps with stance phase flexion (C-Leg 4)	✓	C-Leg 4 only	✗		✗	
Share of OPG Steps (Genium, Genium X3)	✓	Genium, Genium X3 only	✗		✗	
Average steps per 24h	✓		✗		✗	
Steps walked down on stairs and ramps	✓		✗		✗	
Stairs walked up	✓	Genium, Genium X3 only	✗		✗	
Running steps completed	✓	Genium X3 only, MMode Running + Walk to run	✗		✗	
Explanation page	✓		✗		✗	
Printout of Alignment	✓	optional	✓		✗	
Projected activity level	✗		✓		✗	

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3 Product Analysis

3.9 Data Station Activity report

Contact us!

In case of questions about the [Data Station Activity Report](#) please do not hesitate to contact me.

Name:	Bernhard Prochaska	
Department:	Product Manager PM Lower Limb – Mechatronic Systems	
Phone:	+43 1 5233786 197	
Mobile:	+43 664 84134 30	
E-Mail:	bernhard.prochaska@ottobock.com	

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3 Product Analysis

3.9.1 Winning Combination / System Benefits



The diagram shows a full prosthetic leg assembly on the left. A blue circle highlights the knee joint, which is connected by a line to a separate, detailed view of the knee joint component on the right. Another blue circle highlights the foot assembly, which is connected by a line to a row of five different foot components shown in a separate image below.

- 1 Lower built height (~ Genium) of the knee joint allows more combination with “high” feet like e.g. Triton VS.
- 2 Combinations with the Triton Family offer more functional benefit as a system than individual components. e.g.:
 - Rotation and Shock Absorption
 - Stability on uneven terrain
 - Harmonic rollover characteristic

Global Launch Plan | C-Leg 4 | © Ottobock 32

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3 Product Analysis

3.9.1 Winning Combination / System Benefits



The first mechatronic system combination in our portfolio:

- 1C66 Triton smart ankle
- 1B1 Meridium (also possible)

First feedback on C-Leg 4 & Triton smart ankle combination:

- Very natural walking due to movement in the ankle.
- Especially safe on ramps descending due to plantar flexion of the foot.
- Relief function very beneficial when sitting in confined spaces e.g. car and bus as the foot flattens to the ground.
- Walking backwards is extremely stable.
- Comment from our patient model: “We have reached what I am waiting on for a quarter of a century.”



Agenda

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|--|--|

4 Portfolio Context

4.1 Segmentation



Segment & Description	A	B	C	D	E	F	G	H	I	J	K
	Conventional lock knee	Conventional knee w/ swing control by spring	Conventional knee w/ swing control by pneumatic	Conventional knee w/ stance OR swing control by hydraulic	Conventional knee w/ stance AND swing control by hydraulic	Micro-processor swing controlled knees	Micro-processor stance controlled knees	Microprocessor stance & swing controlled knees	Secondary prosthesis, for sports	Secondary prosthesis, for aqua	Exoskeletal knees
Kids	3R39	3R38, 3R66		3R65							
Without MG									3S80, 3R2 ProCarve**	3WR95	3K5/K9/P1/P19/P21/P23/P24/P25/P33/P4/P42/P5/P51/P52
MG4				3R95, 3R55, 3R46	3R80		3E80	C-Leg 4, C-Leg, Genium X3			
MG3			3R92, 3R106, 3R78, 3R72*	3R60				Genium			
MG2		3R49/15/93/90, 3R60, 3R62 **, 3R22*/42*/34*		3R60, 3R60-PRO, 3R60=VC**			Kenevo, C-Leg Compact				
MG1	3R40/41, 3R17/33, 3R23/32	3R20/21/30/36									
Projects	Safe Lock PS Lock	PS Brake PS Spring	3R106 RD	PS Hydraulic	Henri		Gravi Knee	Genium FL, Junior Leg			
Competitor	3A40 (Streifen-eder), SAKL (Hosmer, Endolite) ...	TK 1900 Balance Knee (Ossur), SAFK (Hosmer) ...	Kinegen Air (Streifen-eder) OP3 (Medi) ...	Hydeal (Proteor) 2000/2100/2200 (Ossur) ...	VGK (Orthomobility) MercuryKnee, KX05 (Endolite) Mauch / Galtraster/ (Ossur) ...	Hybridknee/ Synergy/ Energy (Naldesco) IP+SmartIP (Endolite) ...	Plie 2.0 (FI) Plie 3 (FI)	Rheo 3 (Ossur), Orion 2 (Endolite), Power Knee (Ossur)	

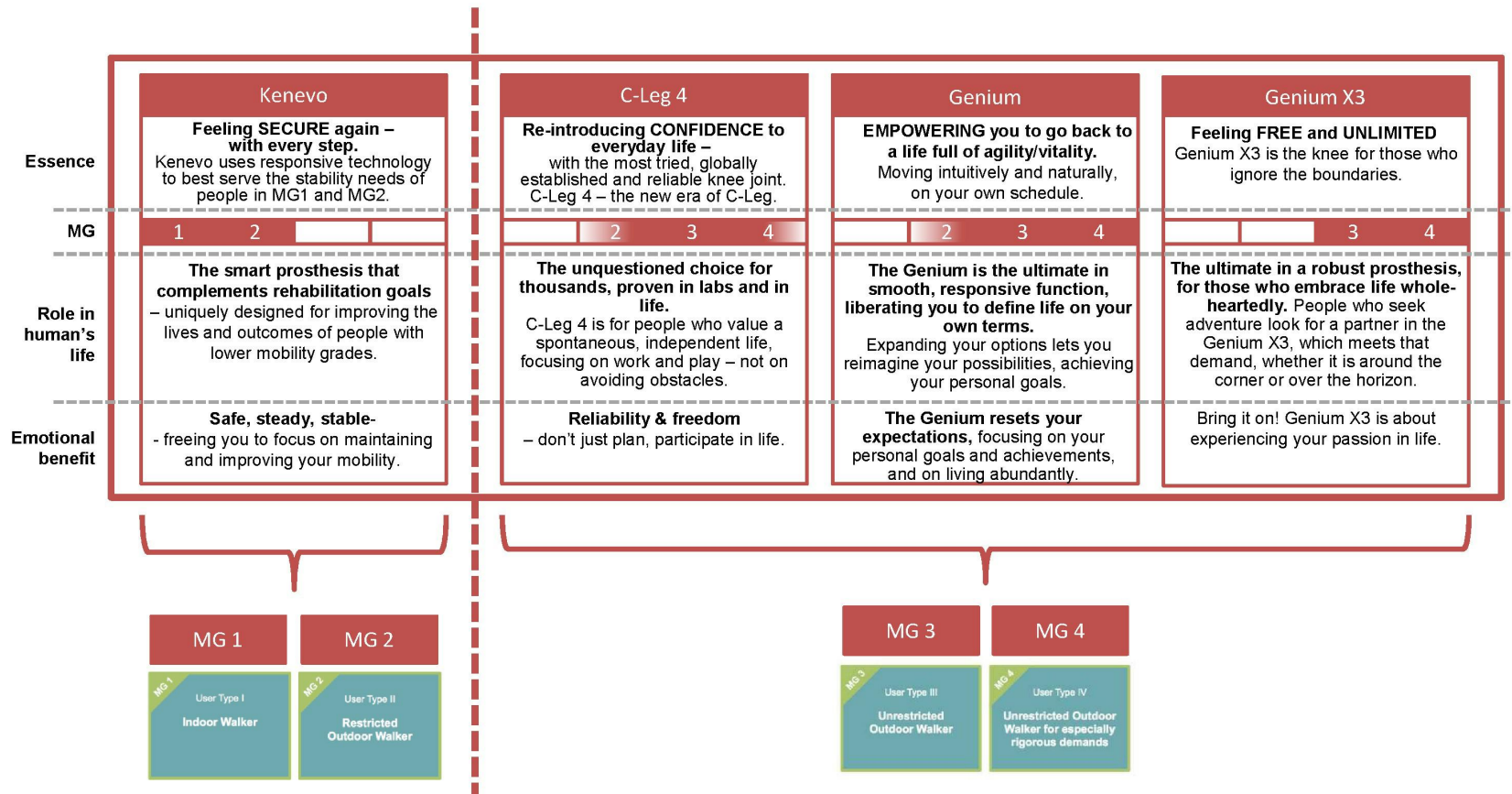
*Phase-out in 2014
**Launch in 2014

■ Competitor products
■ Projects in PEP (13)
■ Ottobock products



4 Portfolio Context

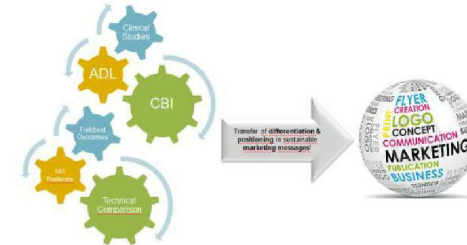
4.2 Internal Portfolio Positioning















Global Launch Plan | C-Leg 4 | © Ottobock 36

4 Portfolio Context

4.2 Internal Portfolio Positioning



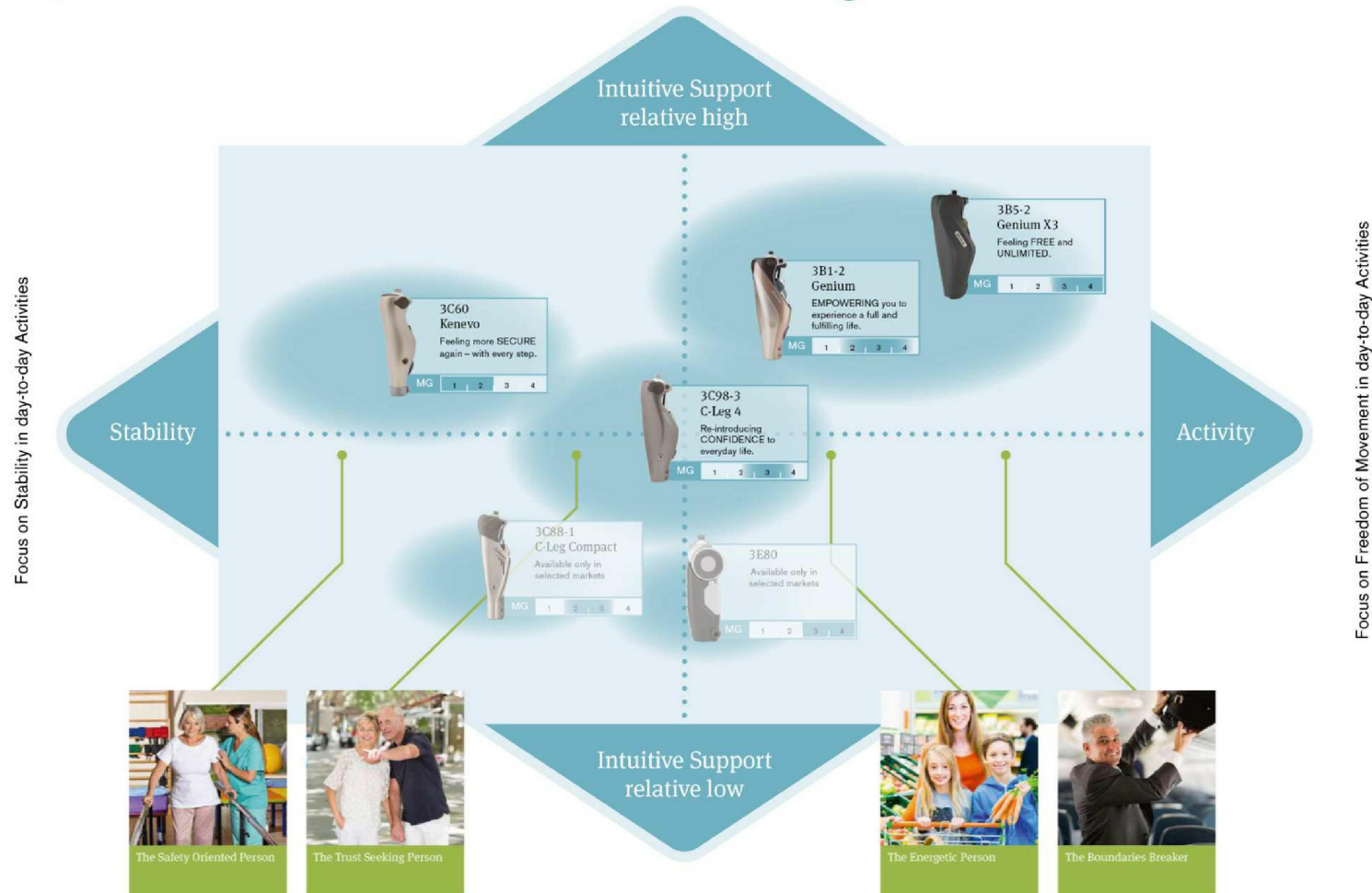
	Kenevo		C-Leg 4			Genium			Genium X3	
Essence	<p>Feeling SECURE again – with every step. Kenevo uses responsive technology to best serve the stability needs of people in MG1 and MG2.</p>		<p>Re-introducing CONFIDENCE to everyday life – with the most tried, globally established and reliable knee joint. C-Leg 4 – the new era of C-Leg.</p>			<p>EMPOWERING you to go back to a life full of agility/vitality. Moving intuitively and naturally, on your own schedule.</p>			<p>Feeling FREE and UNLIMITED Genium X3 is the knee for those who ignore the boundaries.</p>	
MG	1	2	2	3	4	2	3	4	3	4

 	 	 	 
<p>Kenevo</p> <p>.....</p> <p>Reclaim your sense of security</p> <p>.....</p> 	<p>C-Leg 4</p> <p>.....</p> <p>Reclaim your determination</p> <p>.....</p> 	<p>Genium</p> <p>.....</p> <p>Reclaim your strength</p> <p>.....</p> 	<p>Genium X3</p> <p>.....</p> <p>Reclaim all you want to be</p> <p>.....</p> 



4 Portfolio Context

4.2 Internal Portfolio Positioning





4 Portfolio Context

4.2 Internal Portfolio Positioning

Diagram description

- **Horizontal axis:** user perspective - symbolizes dominant user need supported by product
- **Vertical axis:** product perspective – symbolizes the intuitive support that the product provides. The higher the intuitive support, the lesser is the cognitive effort the user needs to walk with the prosthetic knee or the closer the prosthetic knee comes to normal human function
- **Bubble size:** symbolizes the range of functions each prosthetic knee can provide for patient benefits

Positioning explanation

- **Kenevo:** dedicated and targeted development for lower mobility grades (MG1-2) providing a maximum of stability while offering a high intuitive support at the same time (e.g. sitting down, standing up, standing, walking with aids and backwards...)
- **C-Leg 4:** significant and sustainable life cycle extension of the C-Leg. With its new functions and benefits it is the best C-Leg of all times. C-Leg 4 offers clinically proven stability (e.g. enhanced stumble recovery, dual stance functions, safe walking backwards) as well as improved and new dynamics (e.g. more effortless walking).
- **Genium:** offers mobility closest to the natural gait (through the superior OPG function) and maximum support for ADL's (e.g. Stairs and obstacle function, Walk to run, Inductive charging). This makes Genium the ideal knee joint for a very broad range of more active users. With its enhanced Optimised Physiological Gait the new Genium provides patient benefits even more intuitively.
- **Genium X3:** benefits from all further developments of the Genium. With its running mode, its waterproof and corrosion resistant Genium X3 provides the highest intuitive support of all prosthetic knees on the market. Two extra robust protectors withstand even highest demands. Working in wet conditions, showering, swimming in the sea – there are hardly any limits for active users anymore.
- **Competitors to C-Leg/C-Leg 4:**
 - **Rheo 3:** direct competition to C-Leg, addressing users who have a balanced need of stability and dynamics. As a default swing knee Rheo 3 was preferred by a few users because it offered slightly more activity. However, it offers much less safety than the C-Leg3. More cognitive effort is needed when using a Rheo 3 in comparison to a C-Leg.
 - **Plié 3:** similar target group as C-Leg and Rheo 3 but offering clearly less intuitive support. Compared to the current but especially the new C-Leg4, Plié 3 is lacking clearly in providing safety and especially dynamics. It is more or less is a mechanical knee with a microprocessor switch between stance and swing, the range of functions is much limited. It received some attention mainly due to its formerly supposed waterproofness, which has been reduced to "occasional submersion allowed".
 - *We are confident that 10 out of 10 users will chose the C-Leg4 when tested against Rheo or Plié!*
 - *And: we are confident that 8 out of 10 users will chose the Genium when tested against the C-Leg 4!*



Agenda

- | | |
|--|--|
| <p>1 Executive Summary</p> <ul style="list-style-type: none"> 1.1 Key Message 1.2 30 Second Elevator 1.3 Time Plan <p>2 Sales and Marketing Goals</p> <ul style="list-style-type: none"> 2.1 Qualitative Goals 2.2 Quantitative Goals <p>3 Product Analysis</p> <ul style="list-style-type: none"> 3.1 Product Introduction 3.2 Indication/ Field of Application 3.3 Product Features 3.4 Product Benefits – User 3.5 Product Benefits – CPO 3.6 Product Variations 3.7 Accessories 3.8 Cockpit App 3.9 Data Station Activity Report 3.9.1 Winning Combination / System Benefits <p>4 Portfolio Context</p> <ul style="list-style-type: none"> 4.1 Segmentation 4.2 Internal Portfolio Positioning <p>5 Competitor Analysis</p> <ul style="list-style-type: none"> 5.1 Functional Differentiation to OB & External Products | <p>6 Pricing</p> <ul style="list-style-type: none"> 6.1 Recommended Market Price 6.2 IC Pricing – Product 6.3 IC Pricing – Spare Parts <p>7 Marketing Communication</p> <ul style="list-style-type: none"> 7.1 Launch Campaign 7.2 Marketing Materials 7.3 Sales Pitch 7.4 Battle Card <p>8 Training</p> <ul style="list-style-type: none"> 8.1 Requirements 8.2 Content of Training Presentation 8.3 Ottobock Academy Portal <p>9 Logistics</p> <ul style="list-style-type: none"> 9.1 Content of the Box 9.2 Order Processing <p>10 Service</p> <ul style="list-style-type: none"> 10.1 Warranty / Guarantee 10.2 Loaners 10.3 Repair <p>11 FAQs around C-Leg 4</p> |
|--|--|



5 Competitor Analysis

5.1 Functional Differentiation to OB & External Products

	Orion 2	Plié 3	Rheo 3	C-Leg	C-Leg 4	Genium Facelift	Genium X3 Facelift
Mobility Grade (K-Level)	(2), 3, (4)	3-4	3-4	3-4	2-4	2-4	3-4
Max. User Weight	≤ 125kg (275lbs)	≤ 125kg (275lbs) moderate activity; ≤ 100kg (220lbs) high activity	≤ 136kg (300lbs)	≤ 136kg (300lbs)	≤ 136kg (300lbs)	≤ 150kg (330lbs)	≤ 125kg (275lbs)
Weight of the Knee	1.395 g / 3.07lbs	1.235g / 2.7lbs	1.610g / 3.56lbs	1.143g / 2.5lbs	1.235g / 2.7lbs	1.315g / 2.9lbs	1.406g/3.1lbs
Build Height	≥ 250mm	≥ 235mm	≥ 236mm	≥ 355mm	≥ 283mm	≥ 283mm	≥ 283mm
Distal Connection	Pyramid	Pyramid	Pyramid	Tube Adapter with Pyramid Receiver	Tube Adapter with Pyramid Receiver	Tube Adapter with Pyramid Receiver	Tube Adapter with Pyramid Receiver
Min. Distal System Height	?	?	?	?	≥ 289mm	≥ 298mm	≥ 298mm
Inertial Motion Unit control feature	✗	✗	✗	✗	✓	✓	✓
Default Stance for Increased Safety	✓	✓	✗	✓	✓	✓	✓
Real Time Swing and Stance Control	✗	✗	✓	✓	✓	✓	✓
Adaptive swing behavior for all terrain (level ground vs stairs/ramps)	✗	✗	✗	✗	✓	✓	✓
Stance Control on stairs/ramps and different terrains	✓	✓	✓	✓	✓	✓	✓
Taking Small Steps (with swing phase initiation)	✗	✗	✓	✗	✓	✓	✓
Reliable stance/swing release on challenging surfaces	✗	✗	✗	✓	✓	✓	✓
Stumble Recovery feature	-	-	-	✓	✓	✓	✓
Knee stability when walking backwards	✗	✗	✗	✗	✓	✓	✓
Dual standing functions	✗	✗	✗	✗	✓	✓ new!	✓ new!
Sitting Function	✗	✗	✓	✗	✓	✓	✓
IP tested / labeled	✗	✓	✗	✗	✓	✓ new!	✓
Adjustable Modes for special activities	Fixed Mode Bike and Flexed Standing	✗	Only Manual Lock + Step in car function, where the knee is kept in extension	✓	✓	✓	✓
Activity Report available	✗	✓	✓	✗	✓	✓ new!	✓ new!
User App available	✗	✗	✗	✗	✓	✓ new!	✓ new!

5 Competitor Analysis

5.1 Functional Differentiation to OB & External Products



	Orion 2	Plié 3	Rheo 3	C-Leg	C-Leg 4	Genium Facelift	Genium X3 Facelift
OPG for a more natural gait: - PreFlex - Adaptive Yielding Control - DSC - Adaptive Swing Phase Control	☒	☒	☒	☒	☒	✓	✓
Stairs Function: Walking up stairs step-over-step	☒	☒	☒	☒	☒	✓	✓
Inductive Charging	☒	☒	☒	☒	☒	✓	✓
Mute Mode	☒	☒	☒	☒	☒	✓ new!	✓
CAA (Computer Assisted Alignment)	☒	☒	☒	☒	☒	✓	✓
Walk to Run	☒	☒	☒	☒	☒	✓ new!	✓
Running Mode	☒	☒	☒	☒	☒	☒	✓
Corrosion Resistant	☒	☒	☒	☒	☒	☒	✓
Extra Robust: Made to withstand high stresses without problems	☒	☒	☒	☒	☒	☒	✓
Battery Capacity	Approx. 24 hours	Approx. 24 hours Battery switch possible	Approx. 48-72 hours	Approx. 2 days	At least 16 hours, approx. 2 days	Approx. 5 days	Approx. 5 days
Charging Time	2 hours	?	3 hours	6-8 hours	6-8 hours	6-8 hours	6-8 hours
Shutting down function	☒	✓	✓	☒	✓	✓	✓
Number of Clinical Publications	1	1	6	62		10	
Years on Market	4?	6	8	18		4	

Criteria in bold letter: to be used for international battle cards



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Agenda

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 - 3.8 Cockpit App
 - 3.9 Data Station Activity Report
 - 3.9.1 Winning Combination / System Benefits
- 4 Portfolio Context**
 - 4.1 Segmentation
 - 4.2 Internal Portfolio Positioning
- 5 Competitor Analysis**
 - 5.1 Functional Differentiation to OB & External Products
- 6 Pricing**
 - 6.1 Recommended Market Price
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- 11 FAQs around C-Leg 4**

7 Marketing Communication

7.1 Campaign

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7 Marketing Communication

7.1 Campaign



One Mechatronics Campaign over six products

- Portfolio Marketing Activities Communication Overview on Sharepoint:
Mechatronic Products → [General Information](#)
 1. Six Products – One Concept
 2. Organizing Idea
 3. Product Claims
 4. Visuals & Adaptions
 5. Communication Concept & Tools
 6. Kenevo Patient Care Center – Marketing Toolbox
 7. Online Campaign B2C & B2B

7 Marketing Communication

7.1 Campaign



- Product Positioning – Essences



7 Marketing Communication

7.1 Campaign

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- Organizing Idea → Reclaim your life
- Product Claims → Reclaim...



7 Marketing Communication

7.1 Campaign

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- Global campaign – local adaption

Example: Product Ad C-Leg 4



Three possible alternatives for local adaption of global campaign:

1. Product claim only
2. Headline adaption of product positioning essences (see slide 6) in local language plus
 - a. Campaign claim "Reclaim your life" in subline or
 - b. Campaign claim "Reclaim your life" bolded at the end of the copy.

7 Marketing Communication

7.1 Campaign

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Communication Overview

- General Material:
 - Lifestyle Photos (MAM)
 - Lifestyle Video (MAM)
 - Product Photos (MAM)
 - 360° Videos (MAM)
- Material needing translation:
 - Order Form (EN, GER)
 - Press Release (EN, GER)
 - Product Ad (EN, GER)
 - Microsite B2B: reclaimyour.life
 - Mastercontent B2C Website
 - CPO Brochure
 - Product Brief

**All the media can be found in the MAM system.
If you have questions or problems accessing please give PM a call!**

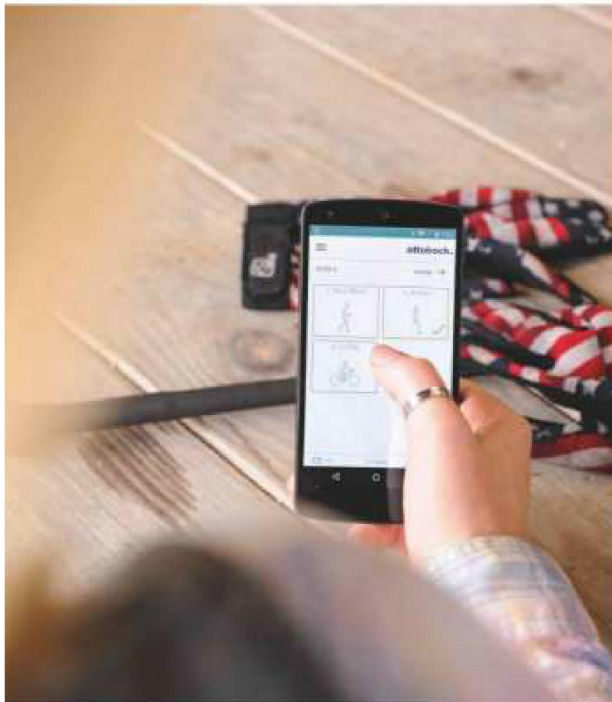
7 Marketing Communication

7.1 Campaign

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Communication Overview

- Process for Master documents & Translations



- In order to speed up the process, HQ will provide master documents for the following languages:

EN / DE / NL / ES / FR /
NO / FI / SV / DK / IT

- This applies for the following material:

- CPO brochure
- Product Brief
- All digital assets

- HQ will cover 30% of the translation costs for the above mentioned material.

- Delivery dates for CPO brochures:

- Genium: May 22
- C-Leg: May 26
- Kenevo: May 29

7 Marketing Communication



7.2 Marketing/Photo and Video Material

Product Pictures



User Videos Bailey and Geno
1x Preview (15') and 1x long



360° Product Videos



Lifestyle Pictures



7 Marketing Communication

7.2 Marketing/Print Material

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C-Leg 4

**Einmalige „Reinigung“ ermöglicht eine einfache
Kontrollierung des Zustands. Die Beine kann
„Reinigen“ – dankbar sein.**

Kontrollierbarer
Die Verschlussmechanik lässt den Querschnitt und die
Bewegungsfreiheit des Gelenks.

Leicht und stabil
Ein Leichtmetall-Bein mit 40% Energie speichert, das zur
Steuerung des Schrittmotors benötigt wird. C-Leg 4 für ein
möglichst geringes Gewicht. Das Produkt hat eine
Flächen- und gewichtsmäßig sehr hohe Stabilität.
Die integrierte Mikroelektronik kontrolliert alle Motor-
und Prozeduren.

Neutral Motion, Roll (NMI)
Bewegung von Bein- und Gelenksachsen ermöglicht
ein Leichter und Beweglichkeit des C-Leg 4. Hier werden
die Bewegungsrichtungen für Flexion und Extension
in der Gelenk- und Schenkelgelenke einbezogen.

Leistung
Die Achsen für das Bein und die Rücken-
achse sind stabil konstruiert und über eine Abdeckung
geschützt.

Technische Daten

WICHTIG	0,5 kg
Max. Körpergewicht	130 kg
Beinlänge	120 cm (abhängig von Beinlänge)
Stärke des Beinrohrs	1,2 mm (abhängig von Beinlänge)
Material Beinrohr	Carbon
Technische Details	Hersteller
Verfügbare Farben	Neuere Modelle, Dunkel Blau
Modellnummer	0007-1007

Das Bein hat ein Gewicht von ca. 0,5 kg. Die Beinlänge beträgt 120 cm. Die Beinrohrstärke beträgt 1,2 mm. Das Beinrohr ist aus Carbon gefertigt. Die Beinrohrfarbe ist Dunkelblau. Die Modellnummer ist 0007-1007.

Product Brief
11706
GER / EN / NL / ES / FR / FI / SV / DK / IT

C-Leg 4
Für Unabhängige.

C-Leg 4
Für Unabhängige.

C-Leg 4
Für Unabhängige.

CPO Broschure
646D878
GER / EN / NL / ES / FR / FI / SV / DK / IT

Reclaim your determination.
C-Leg

Reclaim your determination.
C-Leg

B2B Advertisement
GER / EN

C-Leg 4
Für Unabhängige

Das Beinprothesensystem, dem weltweit die meisten Anwender vertrauen

Das Beinprothesensystem C-Leg 4 ist ein innovatives, patentiertes Beinprothesensystem, das seit 1997 über 60.000 Versorgungen mit C-Leg durchgeführt hat. Die C-Leg 4 ist das meist untersuchte Mikroprozessorgesteuerte Beinprothesensystem der Welt. Studien belegen seine Sicherheit und Verlässlichkeit.

Das Beinprothesensystem C-Leg 4 ist ein innovatives, patentiertes Beinprothesensystem, das seit 1997 über 60.000 Versorgungen mit C-Leg durchgeführt hat. Die C-Leg 4 ist das meist untersuchte Mikroprozessorgesteuerte Beinprothesensystem der Welt. Studien belegen seine Sicherheit und Verlässlichkeit.

Press Release
GER / EN

7 Marketing Communication

7.2 Marketing/Digital



Reclaim your life – durch neue innovative Versorgungslösungen

Es ist so die ersten vernünftigen Schritte nach einer Amputation oder eine ausgiebige Wanderung über neue Klippen in einem exotischen Urlaubsort das Ziel ist: Mit den zukunftsweisenden Versorgungslösungen von Ottobock erobern amputierte Menschen Stück für Stück Alltagsaktivitäten aus der Zeit vor der Amputation zurück. „Reclaim your life“ Dieser Leitsatz bildet in diesem Jahr das Dach für innovative und intelligente Prothesenlösungen, die nicht auf deren Bedürfnisse zugeschnitten sind und somit auch Ihnen als Orthopäde/Orthotiker ein gutes Leben, vorkommen Sie uns. Wir gestalten Ihnen die neuen innovativen Versorgungslösungen gern vor.

Für Machen- Genium
Mit dem Genium gelang 2011 ein Durchbruch. Das Kniegelenk ist mit einer einseitigen Technik, die Anwender einseitig natürliche Bewegung ermöglicht. Dank einer innovativen Steuerung haben wir nun weiter optimiert und neue Funktionen aufgegeben.

- More Details
- ↳ Compare Mechatronic Hinges

Für Unverwundlich Genium X3
Sich natürlich und frei bewegen. Und zwar mit 4 elektronischen Sensoren, die im Kniegelenk die Kräfte messen und so für kurze Schutzperioden sorgen.

- More Details
- ↳ Compare Mechatronic Hinges

Für Sichererleben Kenevo
Anwender geringere Kräfte haben sich ein Knie gewünscht, das sie in allen Situationen Bewegungsfreiheit unterstützt. Und das trägt einen hohen Fokus auf die Sicherheit. Von der Wunsch inspiriert, entstand das Kenevo.

- More Details
- ↳ Compare Mechatronic Hinges

C-Leg 4 will be integrated for launch in WEUR

B2B Interim Website
reclaimyour.life
GER / EN / NL / ES / FR / FI / SV / DK / IT

B2C Website
Mastercontent
GER / EN (Translation follows standard process)



Home Prothetik Orthetik Mobility Solutions Neurorehabilitation Patient Care

Reclaim your Life – erobern Sie Ihren Alltag zurück

Es ist so die ersten vernünftigen Schritte nach einer Amputation oder eine ausgiebige Wanderung über neue Klippen in einem exotischen Urlaubsort das Ziel ist: Mit den zukunftsweisenden Versorgungslösungen von Ottobock erobern Sie Stück für Stück Alltagsaktivitäten aus der Zeit vor der Amputation zurück. „Reclaim your life“ Dies ist der Leitsatz für innovative und intelligente Prothesenlösungen, die exakt auf Ihre Bedürfnisse zugeschnitten sind.

<p>Genium</p> <p>Was sich Anwender am meisten wünschen: möglichst wenig an ihre Prothese zu denken. Sich auf die eigenen Stärken konzentrieren zu können, ein aktives Leben zu führen. Genau hierfür haben wir das Genium entwickelt.</p> <p>→ mehr</p>	<p>Genium X3</p> <p>Das Genium X3 baut auf den Stärken des Genium auf und bietet dessen volle Funktionalität – doch es geht entscheidende Schritte weiter. Damit wird das bisher Unbekannte mit dem Genium X3 möglich: gehen, laufen und schwimmen mit ein und derselben Prothese.</p> <p>→ mehr</p>	<p>Kenevo</p> <p>Beim Kenevo liegt der Fokus auf der Sicherheit. Basisfunktionen unterstützen in alltäglichen Situationen und der Aktivitätsmodus passen sich Ihren Fähigkeiten an – insbesondere für die Rehabilitation und für weniger aktive Menschen ein großer Vorteil.</p> <p>→ mehr</p>
<p>Kontaktieren Sie uns!</p> <p>+49 5527 848-0</p> <p>→ Senden Sie eine E-Mail</p>	<p>Bleiben Sie in Kontakt!</p> <p>→ Tragen Sie sich ein</p>	<p>Informieren Sie einen Freund!</p> <p>Facebook</p> <p>Twitter</p>

C-Leg 4 will be integrated for launch in WEUR

7 Marketing Communication



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7.2 Sales Pitch

**New and improved
functionality for higher user
satisfaction**



- ✓ Easier initiation of swing phase, independent from toe-load
- ✓ Real-time swing and stance phase control
- ✓ Real-time controlled stance extension damping
- ✓ Enhanced stumble recovery
- ✓ Dual stance functions
- ✓ Safe walking backwards
- ✓ Sitting function

**Patented technology and new
features**



- ✓ Inertial Motion Unit (IMU) control
- ✓ Integrated Bluetooth®
- ✓ Lower system height
- ✓ Knee bending angle 130°
- ✓ Weatherproof with IP67 rating
- ✓ User-friendly Cockpit App
- ✓ Louder and adjustable beeper
- ✓ Protective cover with various design options

**Expands fitting opportunities
to help your business grow**



- ✓ Simplified alignment software
- ✓ More feet options
- ✓ Standard tube adapter w. or w/o torsion unit
- ✓ Activity reporting

7 Marketing Communication



7.3 Battle Card

Your patients will know the difference.
Introducing C-Leg 4.

	C-Leg 4	Orion 2	Plié 3	Rheo 3
Years on market ¹	18	4	6	8
Clinical publications ¹	62	1	1	6
Default stance for increased safety	✓	✓	✓	
Real time swing and stance control	✓			✓
Reliable stance release on challenging surfaces	✓			
Stance control on stairs, ramps and across all terrain	✓	✓	✓	✓
Clinically proven stumble recovery ²	✓			✓
Knee stability when walking backwards	✓			
Dual standing functions	✓			
Sitting function	✓			✓
Weatherproof with IP67 rating	✓		✓	
Adjustable modes for special activities	✓			
User smartphone app	✓			
Activity report	✓			

¹ Includes all product versions.
² C-Leg 4: International C-Leg Studies, published by Otto Bock HealthCare GmbH, 3rd Edition, 2014, 040833=GB-05-1403; Rheo 3: In some situations, stumble recovery requires increased compensatory movements therefore it is not as effective as C-Leg. Belman M, Schmalz T, Blumenritt S, "Comparative biomechanical analysis of current microprocessor-controlled prosthetic knee joints.", Arch Phys Med Rehabil 2010; 91:644-52.
 Sources: www.endolite.com/products/orion2, www.freedom-innovations.com/plie3, www.ossur.com/prosthetic-solutions/products/knees-and-legs/bionic-knees/rheo-knee-3

7 Marketing Communication

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7.3 Battle Card

Unmatched functionality with C-Leg 4

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Your patients want peace of mind operation.
With C-Leg 4 they can:

- **easily navigate** ramps, stairs and nearly every type of challenging surface
- **walk backwards** with confidence
- **recover balance faster** with enhanced stumble recovery
- **participate in activities** that involve exposure to fresh water without worry
- **quickly change modes** and monitor battery life via a new Cockpit app
- **choose the type of stance support** they're most comfortable with
- **customize the design** with color options and Protective Cover shield inserts

C-Leg 4 can help you grow your business.
Now you can:

- **expand fitting opportunities** to those with less clearance
- **streamline fitting appointments** with simplified alignment software
- **eliminate risk when cutting pylons** with the use of a standard option
- **drive positive outcomes** by monitoring patient progress with new activity report

Contact your sales representative to
learn more about C-Leg 4



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8 Training

8.1 Requirements

C-Leg 4 Update for C-Leg Experts

C-Leg Experts which have been certified until 27th April 2015 can attend the C-Leg 4 Update via e-learning or classroom training. After successfully completing the update training, they become certified C-Leg 4 Experts.

C-Leg 4 Update for C-Leg Trainer

C-Leg Trainers which have been certified until 27th April 2015 can attend C-Leg 4 Update via e-learning or classroom training. After successfully completing the update training, they become certified C-Leg 4 Trainer.

Not certified practitioners (CPOs)

Practitioners which do not have any certification for C-Leg have to complete the basic certification course and the update course in addition for becoming certified C-Leg 4 expert.



8 Training

8.2 Content of Training Presentation

1. Introduction
2. Gait cycle
3. Component selection
4. Alignment and adjustment
5. Cockpit App and remote control
6. User instructions
7. Service and warranty concept
8. User training



8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

What we want to achieve ...

Vision

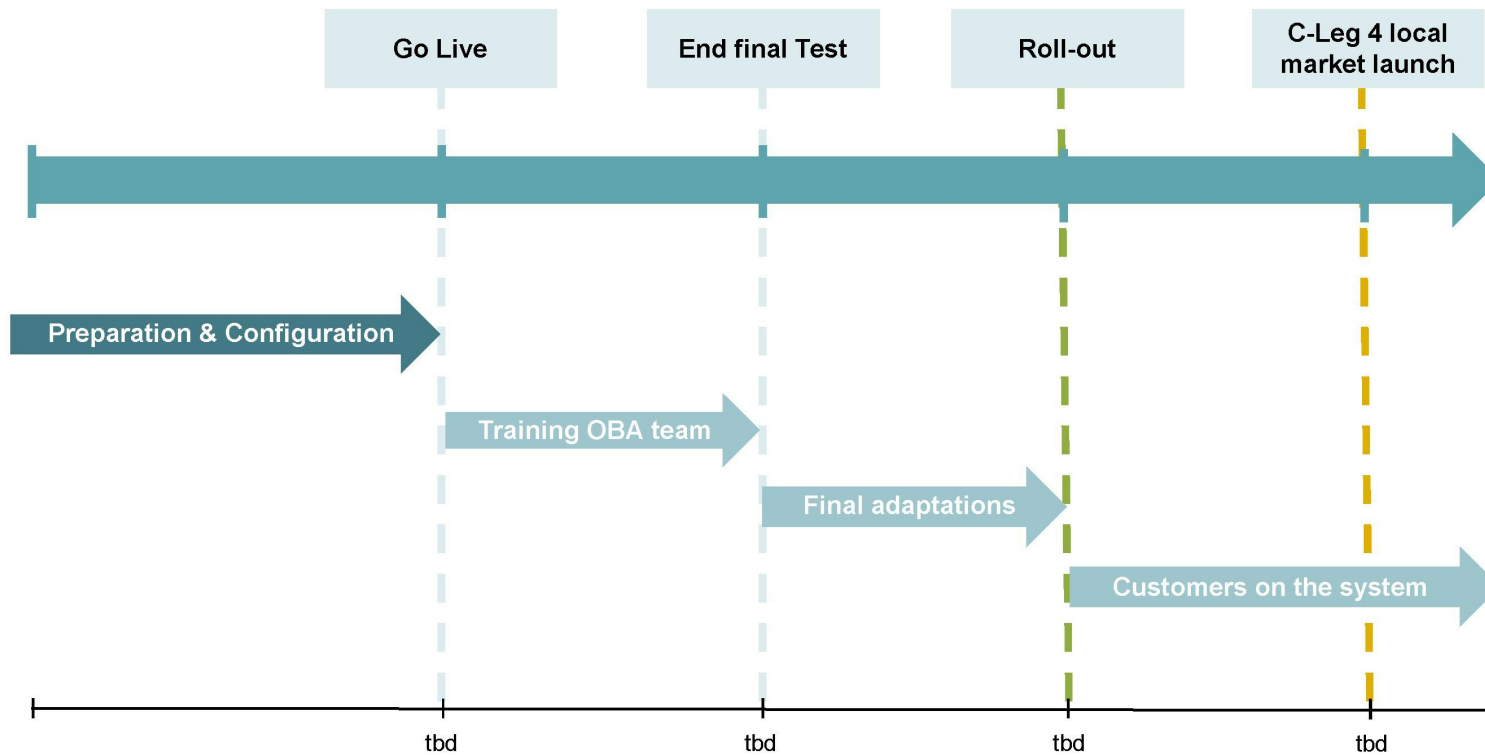
- The Academy Portal will be the platform for all learning activities at Ottobock globally.
- All learning formats can be distributed.
- The systems will be ready for employees and customers.
- The system will deliver all types of content.
- The individual will value the Academy Portal as a personal learning cockpit.



8.3 Ottobock Academy Portal C-Leg 4 market launch in the OBAs

Implementation and C-leg 4 Roll-Out

Project Phase 1





8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

Why do we need the system now?

Benefits for the C-Leg 4 market launch



- In time reporting about certifications
- Support of classroom and online training
- One single data source for all C-Leg 4 training activities in your market
- Easy participant management
- Reduced administrative efforts
- FDA compliant

8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

Is the system and the process user friendly?

The customer perspective



- **What will block a sale?**
The Academy Portal will not block any sales. It is tested intensively before going live.
- **How will the users get access?**
 - The system can be reached directly via internet
 - All existing C-Leg Practitioners will initially get an user account
 - Login data can be send by the system via mail
 - Local Administrators can add new users
 - Self-registration on the system is an option
- **How will they find the C-Leg 4 training?**
In the first phase there will be only the C-Leg 4 training available. A big button on the landing page will lead customers to the training site. Customers only see the C-Leg 4 online course and C-Leg 4 classroom trainings available of there region/country.

8.3 Ottobock Academy Portal C-Leg 4 market launch in the OBAs

Are there extraordinary efforts for my OBA?

The employee perspective



- How is the support organized?
 - 1st level support is done by Local Admins
 - 2nd level support is done by Duderstadt
 - 3rd level support is on vendors side (24/7 ticketing, 8/5 personally)
- Who needs to be trained in the OBA?
 - Classroom Trainers to confirm if a participant has passed the training
 - Session Admins to create and maintain classroom sessions
 - Approvers to approve new customers on the system
 - Local Admin to provide 1st level support
- Is the effort enhanced for my team?
 - In the first phase they have to do the same tasks a usually just in an other system.
 - Training efforts are about 15 min for Approvers up to 2 h for the Admin

8.3 Ottobock Academy Portal

C-Leg 4 market launch in the OBAs

What about the costs for the Academy Portal?

The financial perspective



Do there any cost occur due to the LMS?

There are two different license models available in the system. It needs to be defined for each user to which license hierarchy he/she belongs. The Ottobock HealthCare GmbH charges from OBA on a monthly basis the following prices:

- **15 €** for a Registration Subscription (REG)
A registration subscription will be charged for every learning activity in the system. A learning activity always takes place when the user registers for a course. At the end of each quarter all used registration subscriptions will be charged.
- **25 €** per annum for a Named User (NAMED)
For a yearly amount of 25€ the user can do an unlimited amount of learning activities. So a named user license is like a learning activity flat rate in the system. At the end of each quarter all new beginning named user licenses will be charged for the coming 12 month.

Because there is only the C-Leg 4 course available in phase 1 we recommend to give all externals a REG license. Those costs can be transferred to the customers via the course fees if requested.



8.3 Ottobock Academy Portal C-Leg 4 market launch in the OBAs

Contact us!

In case of questions about the [Academy Portal](#) please do not hesitate to contact me.

Name:	Timo Lehmann	
Department:	Manager Media Based Learning & IT-Design Global Learning & Development Strategy & Human Resources	
Phone:	+49 5527 848-3523	
E-Mail:	timo.lehmann@ottobock.de	



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9 Logistics

9.1 Content of the Box

When ordering 3C98-3 or 3C88-3 following parts are already included in the box. They do not have to be ordered separately.

Charger and AC adapter are parts of the package! This is a change comparing to current C-Leg!



- 3C98-3 or 3C88-3 C-Leg knee joint
- 4E50-2 Charger
- 757L16-2 AC adapter
- 647G890 IFU (Qualified Personnel)
- 646D790 IFU (User)
- Case for charger & AC adapter
- Wallet for cards
- Bluetooth® PIN Card
- Prosthesis Passport

ottobock.

All types of tube adapters will be sent separately to the local logistic centers where they will be on stock.

One of the tube adapters has to be selected via configurator and has to be added to the content of the box in local logistic centers.

- 2R57 or 2R57=T or 2R67 Tube Adapter



Country specific versions of the service pass will be on stock at local logistic centers.

The country specific version will be automatically preselected in the configurator but has to be added to the content of the box in local logistic centers.



- Service Pass (local examples below)
 - 646D1022=M_US-01-1503 for USA only
 - 646D1022=M_CA-01-1503 for Canada only

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9 Logistics

9.1 **NOT** Content of the Box

C-Soft Plus, Knee-Extender and Remote Control will be on stock in local logistic centers in own packaging **not included in the box of C-Leg 4**.

They have to be selected via configurator if the customer orders them.

They will be sent out to the customer separately as accessories.

4X440=V1.0 C-Soft Plus



3X350 Remote Control



4H105 Knee-Extender



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9 Logistics

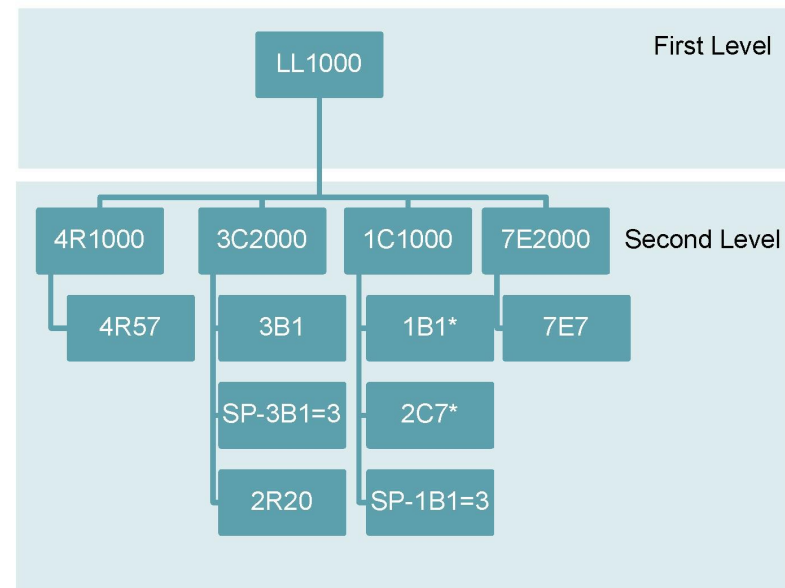
9.2 Order Processing

Optimization Sales Operation Process

- The new MPK products will be sold via multi-level configuration

Goal / benefits:

- Sales (turnover) reporting consistent
- Requirements for re-traceability will be fulfilled
- Basis for individual fitting management will be available (e.g. harmonization of warranty packages, reduce customer efforts)
- Reasonable documentation for controlling, every market can get their own requirements (0,01 Cent on invoice can be eliminated)
- individual invoices
- documentation of batch numbers (regulatory requirements)
- Big Data (Basis for customer App`s etc.)



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9 Logistics

9.2 Order Processing

Contact us!

In case of questions about the new **SAP Sales Process, Multi-level Configuration + SAP Tool** please do not hesitate to contact me.

Name:	Niklas Gödecke	
Department:	Coordinator Operational Launch Management Ottobock After-Sales Service Global Support Group	
Phone:	+49 5527 848-3233	
E-Mail:	niklas.goedecke@ottobock.de	



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10 Service

10.1 Warranty / Guarantee

Disadvantages of the 3C98-2 “old” Service Concept

- 2 years of B2B warranty vs. 3/5 years of B2C guarantee
- Necessary accruals at the OBAs
 - warranty extension
 - service and repair risk after 2 years
 - loaner management
 - Impossible to define the accrual amounts
- Long process of quotation and approval for repairs out of warranty
- High capital demand for service/test loaner units
- Mandatory service inspections beyond the warranty period
- Increased B2B and B2C communication demand



10 Service

10.1 Warranty / Guarantee

C-Leg 4 = Genium

- Switching to **full manufacturer warranty**
- **3- and 6-years** warranty packages
 - Ordered via configurator (= Genium)
- Repairs and service inspections are included
- No additional costs for the customer (exception: negligence or misuse)
- Clearly defined accruals for the OBAs (only loaner rental costs)
 - ✓ Maximum transparency
 - ✓ Reduced complexity
 - ✓ Simplified communication



10 Service

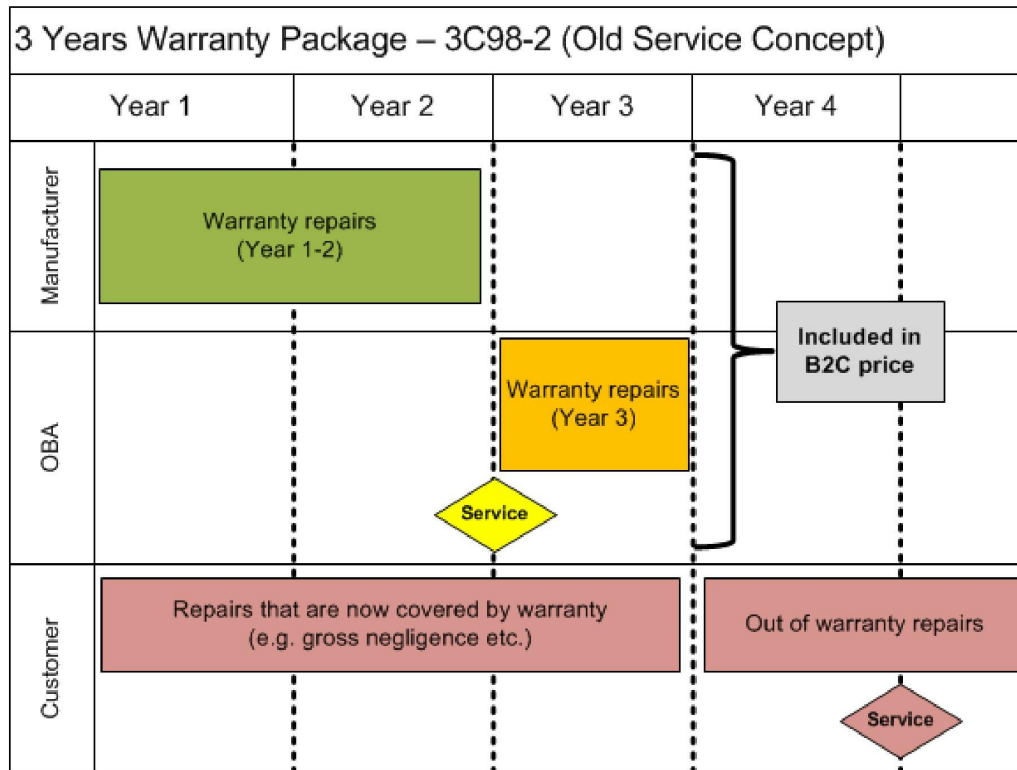
10.1 Warranty / Guarantee

- Warranty includes the following components
 - C-Leg 4, tube adapter, charger, A/C adapter
 - A Remote Control is available as optional accessory but not included in the warranty
- An upgrade from a 3-years package to a 6-years package is possible
 - Separate article numbers in configurator for warranty extension → SP-3C98-3=3+3
 - 3-years warranty package = SP-3C98-3=3
 - 6-years warranty package = SP-3C98-3=6
- Exceptions to manufacturer warranty
 - Gross negligence and intention (for all details please see the Instructions for Use)
 - Missing service inspection within the warranty period



10.1 Warranty / Guarantee

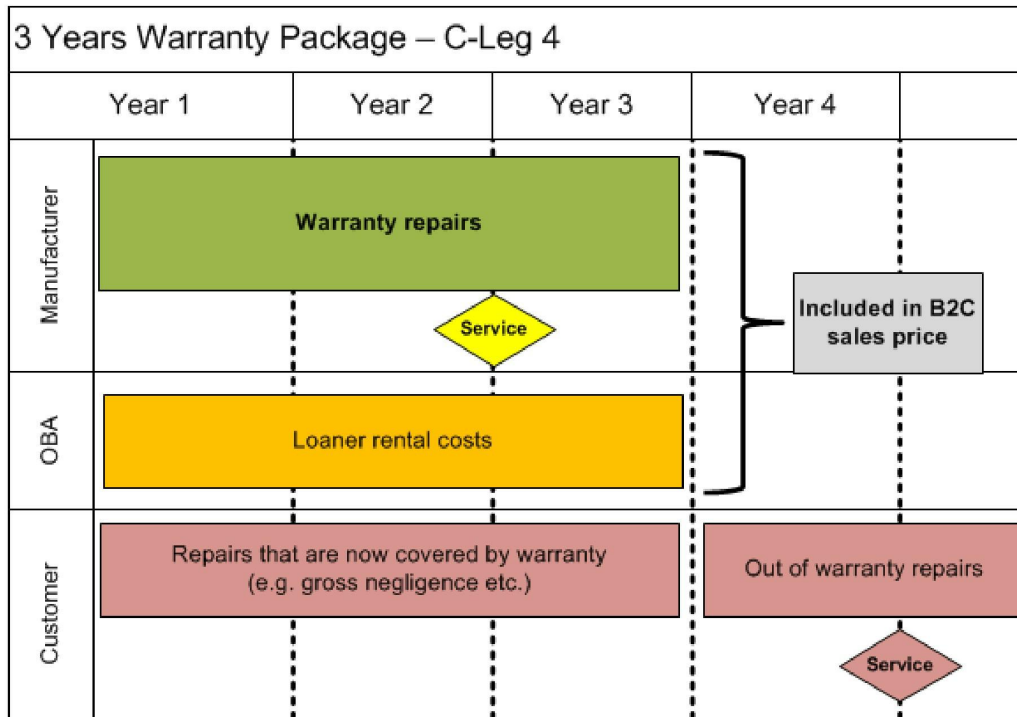
3 Years Package - 3C98-2 (“old” Service Concept)





10.1 Warranty / Guarantee

3 Years Package – C-Leg 4



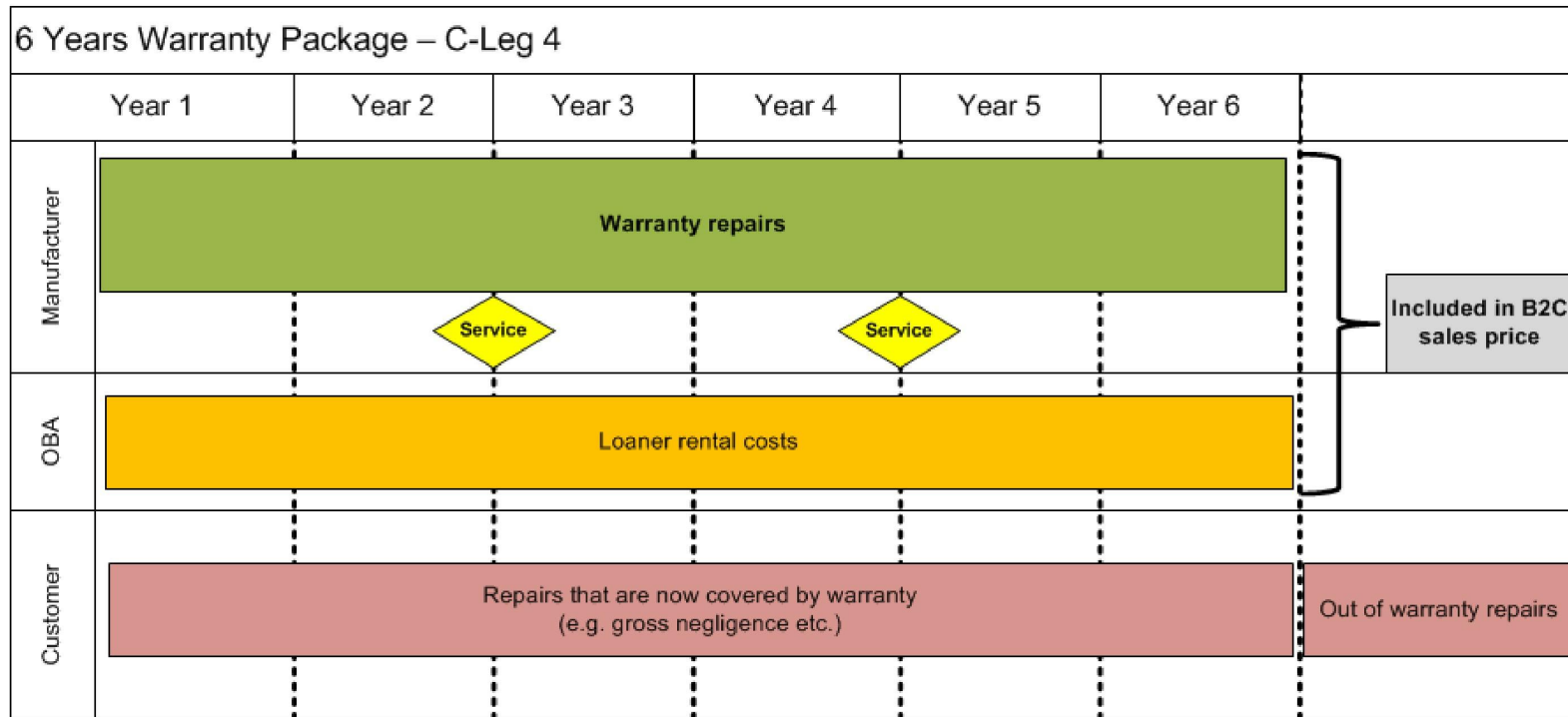
→ Remark

North America offers condition-based maintenance instead of fixed service intervals



10.1 Warranty / Guarantee

6 Years Package – C-Leg 4





10.1 Warranty / Guarantee Summary



3C98-2

2 years of B2B warranty vs. 3/5 years of B2C warranty

Accruals are built at the OBAs

Impossible to define the accrual amounts

Long & complicated repair quotation process

High capital demand for service/test units



C-Leg 4 (3C98-3)

3/6 years of B2B warranty = 3/6 years of B2C warranty

OBA only defined rental costs for loaner units

Repair quotations minimized => only necessary in case of customer negligence or misuse

No service/test units at OBA necessary (OBA decide whether local loaner pool is needed or not)



10.2 Loaners

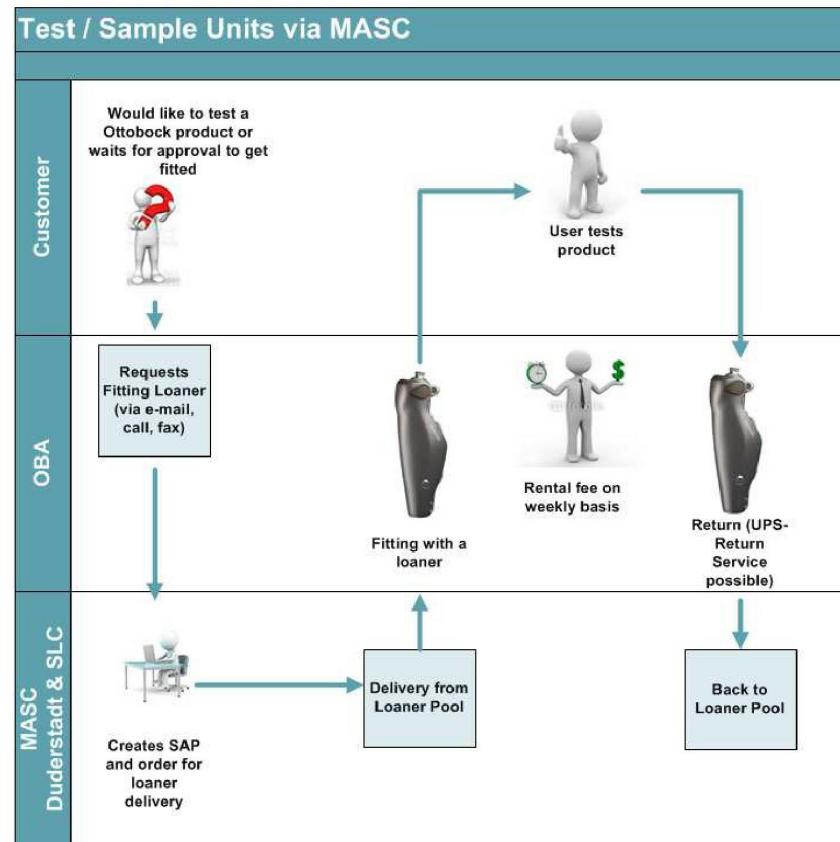
General

- Centralized loaner support via MASCS
 - Loaners including tube adapter(for trial), charger and A/C adapter are available at the MASCS for:
 - Trials and test fittings
 - Repair cases
 - Service Inspections
- Rental fee for test units are charged on a weekly basis
- No service/test units at OBA necessary
 - OBA decide whether local loaner pool is needed or not



10.2 Loaners Test / Sample Units

1. Customer requests Test /Sample units
2. Loaner is sent from MASC to customer / OBA
3. Customer tests product
 - one user only
 - weekly invoices possible
4. Customer sends loaner back to MASC





10.3 Repairs

- MASC offers loaner units for service inspections and repair events
- The MASC sends the loaner directly to the customer
 - CPO and user are responsible for sending in the components on time

- Following Components are sent in:

3C98-3* / 3C88-3*	C-Leg knee joint
4E50-2	Charger
757L16-2	AC Adapter
	Service Pass

- OBA carries the rental costs for the loaner unit (only while the unit is in transfer)



10 Service Contact us!

In case of questions about the new [Service and Warranty Concept](#) please do not hesitate to contact me.

Name:	Marc Cramer	
Department:	Service Engineer & Project Manager Global Manufacturing & After-Sales Service	
Phone:	+43 1 5233786 477	
E-Mail:	marc.cramer@ottobock.com	



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11 FAQs around C-Leg 4



11 FAQs around C-Leg 4

Software

Does C-Soft Plus work with older knees? Will C-Soft 2.6 continue to be available?
C-Soft Plus can only be used with the C-Leg 4. C-Soft 2.6 will still be available to support previous iterations of C-Leg.

Does C-Soft Plus run in Data Station 6?

Yes, C-Soft Plus runs in DS 6 and also comes with DS 6 (updates an existing DS 5 to 6 upon installation).

Can C-Soft 2.6 and C-Soft Plus both be installed in DS6 at the same time?

Yes.

Does C-Soft Plus require a new password?

Yes. Upon completion of the training, the customer will receive an unlock PIN for C-Soft Plus.

Will C-Soft Plus need to be licensed?

No, registration is voluntary.



11 FAQs around C-Leg 4

Software

Is it possible to update C-Soft 2.6 to C-Soft Plus via download?

No. C-Soft Plus is a separate application.

How can I get the new software after completing the training course?

A CD will be shipped with every knee during the first phase of launch.

What do you mean by licensed?

Activity Report

Does C-Leg 4 automatically begin collecting data after the first connection with C-Soft Plus?

No. The Activity report is deactivated by default. The practitioner has to activate data capture in the “Activities” tab. There is no start or stop button in the software, however there is a reset button which clears any history captured.



11 FAQs around C-Leg 4

Activity Report

How can I generate a report?

Once the Activity report has been activated, the current status of measured data is always displayed on screen. The current status can be printed but this does not stop the measurement. To start a new period of measurement, press “reset”. Please note that this will erase previously recorded data.

How can I save or print a report?

A report cannot be saved directly by pressing the  icon in C-Soft Plus. You can print the report or export it to a PDF file which can be saved locally on the computer.



11 FAQs around C-Leg 4

Activity Report

How long should I record with the Activity report?

The activity report is designed for longer observation periods of a few days to a few weeks to give a more accurate summary of a person's activities compared to a short evaluation test.

Besides the obvious advantage of achieving a more representative result with a longer recording, we recommend to record at least a few hours, preferably more than 48h for two reasons:

The smallest unit of time measurement in the activity report is 1 hour, time will be rounded up in shorter recordings. To get a realistic reading on the "Average steps per 24h" count a test duration of less than 48h would mean that the information value of the results may be limited due to the relatively large influence of rest periods.



11 FAQs around C-Leg 4

Activity Report

What is the longest time period I can record with the activity report?

This will be influenced by a user's activity level. However regardless of the user's activity level, recording periods of 31 days or less will definitely display correct results.

Long term recordings of many months could lead to counters resetting and displaying incorrect sums.

What does the variability measurement really mean?

The variability expresses in one indicator how much a user varies his cadence. This number complements the variable cadence diagram with the 6 speed tiers.

If the value would be 100% the user would have the same amount of steps in each of the 6 speed tiers, meaning a maximum of variation in his cadence. If the value would be 0% the user would have all steps in the same speed tier, meaning practically no variation of cadence.

In reality the users variability will probably be somewhere between 20% and 80%. Very low or high numbers are unlikely but mathematically possible.



11 FAQs around C-Leg 4

Cockpit App

Which devices are compatible with the Cockpit App?

The Cockpit App is compatible with Android smartphones (operating system version 4.0.3 or higher). The functionality was tested on the following devices:

Samsung Galaxy S5, Galaxy S4, Galaxy S4 mini, Galaxy SIII, Galaxy SIII mini, Galaxy Note II, Galaxy Fame

Sony Xperia Z, Xperia Z3, Xperia J, Xperia SP

HTC One, One mini

LG Optimus L9, Optimus F5, Optimus F6, Optimus G, Optimus G2

Huawei Ascend P6, Ascend G500

Motorola Droid Razr Maxx, Moto X, Nexus 6

Other Android devices might be supported as well, however this cannot be guaranteed.



11 FAQs around C-Leg 4

Cockpit App

Why is there no Apple App at this time?

Compatibility for Apple requires a hardware change.

Bluetooth Classic technology is used in C-Leg 4

Bluetooth Classic is only compatible with Android operating systems.

Apple compatibility requires a special chip or Bluetooth Low Energy technology.

Feasibility and possible solutions are currently being evaluated.

When will the Cockpit App be available for iOS?

As hardware changes are necessary for iOS compatibility, feasibility and possible solutions are in evaluation. The Cockpit App is a medical device, therefore a time consuming regulation approval process as well as thorough documentation is needed. Do not expect an Apple App in 2015. Further information will be provided in Q3 2015.

When the Cockpit App becomes available for iOS, can it be used with in-market C-Leg 4 knees?

It is intended to provide hardware update for in-market C-Leg 4 knees in service.



11 FAQs around C-Leg 4

Cockpit App

How does a user get a replacement Bluetooth PIN Card if lost?

The PIN code is only needed to establish the first connection to the app or when connecting to a new smartphone. If the PIN code is lost or forgotten, the user should contact his or her practitioner to request a new PIN. The practitioner will need to contact Ottobock with the invoice and serial number of the knee. The following Ottobock colleagues are able to identify the lost PIN code: Vienna = Reinhard Walter, Duderstadt = Alf Sommer, Simon Kerll, SLC = Jason Puchalla, Marc Rynda. To help avoid delays in this process, we recommend that the practitioner documents the associated PIN number in the patient's records.

I do not have an Android smartphone or dealing with an app is too complex for me. Is there another way to access MyModes?

Yes. C-Leg 4 can also be controlled by an optional remote control or via motion patterns. The remote control can be ordered separately if the individual does not wish to use the smartphone app or have an Android device.



11 FAQs around C-Leg 4

Warranty Package

C-Leg 4 comes with a 3-year warranty package. Are there any mandatory service intervals?

North America: Yes, service intervals are mandatory but not fixed. Service is only required when defined condition parameters have been reached (or every 36 months at latest).

ROW: Yes, service intervals are mandatory after 24 and 48 months.

The service inspections may be conducted no later than two months after the first maintenance notification by the knee joint. The maintenance notification will also appear in the Cockpit App and on the remote control if being used. Detailed information for managing service is provided in the IFU.

Battery Operation Time

Why does the battery not last as long as with my current C-Leg?

C-Leg 4 utilizes a new sophisticated sensor package which requires slightly more power to operate. Since the same battery is used the operation time is approximately 20% less. However, C-Leg 4 includes a new battery save mode that activates when sitting which helps conserve power. Individuals can expect approximately 16 hours of operation time with uninterrupted walking. It is recommended to charge the knee every night.



11 FAQs around C-Leg 4

IP Rating

C-Leg 4 has an IP67 rating. Why is it only weatherproof?

The IP67 rating is only applicable to the system's electronic components and does not apply to mechanical parts such as bushings and hydraulics. As a result, the knee is protected against occasional exposure to fresh water but is not submersible.

Examples of use include:

- Walking during a heavy rain shower
- Washing the car
- Watering the garden
- Washing dishes with splashing water in the kitchen
- Rinsing the knee with fresh water for cleaning purposes

Examples of inappropriate use include:

- Use in a pool or ocean
- Showering with the knee

Caution: All system components need to be (at least) weatherproof, if the knee is exposed to fresh water.



11 FAQs around C-Leg 4

Dual Stance Functions

Can the patient switch between Intuitive Stance and Manual Stance?

Only the practitioner can select the preferred stance function in the adjustment software. The user can deactivate and activate the preselected stance function via Cockpit App or remote control (optional accessory).

Accessories

Is a Shield Insert required when using the Protective Cover?

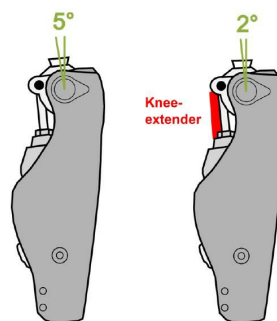
Yes, the official requirement is to use the protective cover with the shield insert (available in three different designs).

11 FAQs around C-Leg 4

Accessories

Why does the practitioner have to use a knee extender with C-Leg 4?

The knee-extender is a tool that is needed for accurate bench alignment. Due to the new sensor concept it is very important that the pyramid position of the knee for bench alignment is equivalent with the situation when the patient is standing on the prosthesis (2°). With using the knee extender the 2° can be simulated.



The knee extender is a tool which can be used unlimited often therefore not necessary to order with every knee. Selectable via configurator.



C-Leg 4

Reclaim your determination

Contact us!

In case of questions about the C-Leg 4 and the according market launch please do not hesitate to contact me.

Name:**Balazs Polonyi**

Department:

Product Manager
PM Lower Limb – Mechatronic Systems

Phone:

+43 1 5233786 330

Mobile:

+43 664 88 757 466

E-Mail:

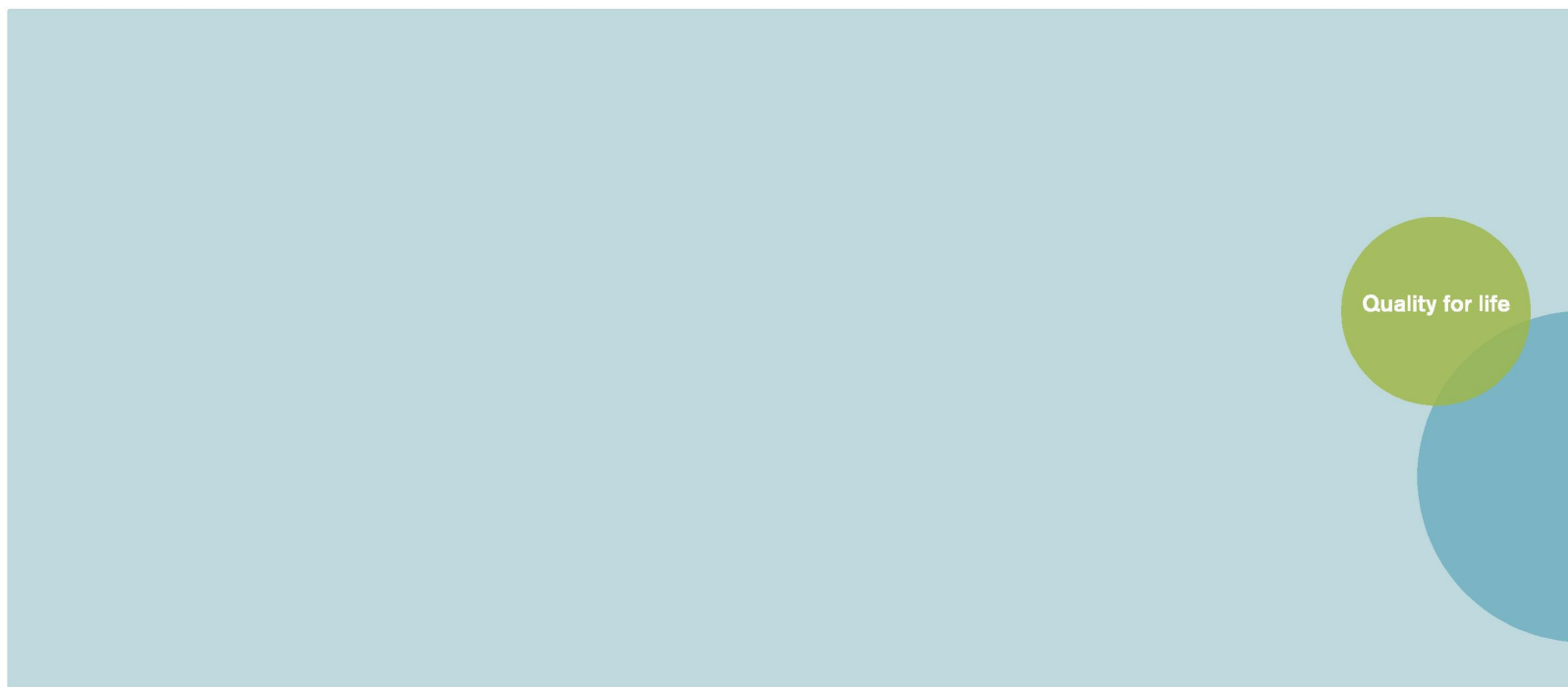
balazs.polonyi@ottobock.com



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